MAY 25, 1959 THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Tv timebuying by electronic brain is on the way — Page 31

Who buys national television; how much is spent — Page 34

ANA puts focus on how advertising is doing its job — Page 38

Repeal Sec. 315 now, or repent later—an editorial — Page 58

PORTLAND *Loves* KISN RADIO 91 *and* HOOPER *proves it* *

Check Adam Young for the full story

*HOOPER - May, 1959

the Star stations

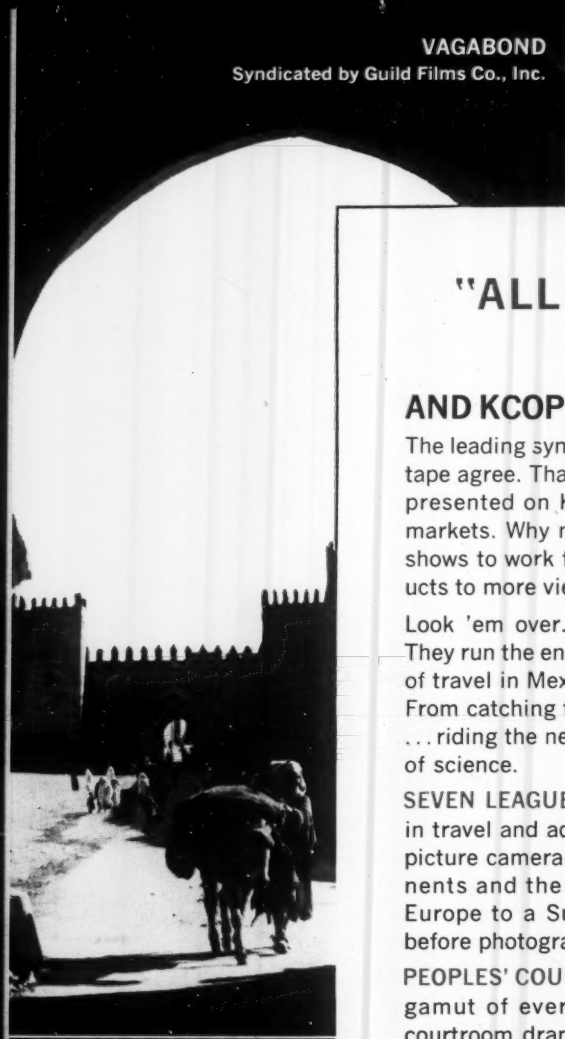
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

DON W. BURDEN — *President*

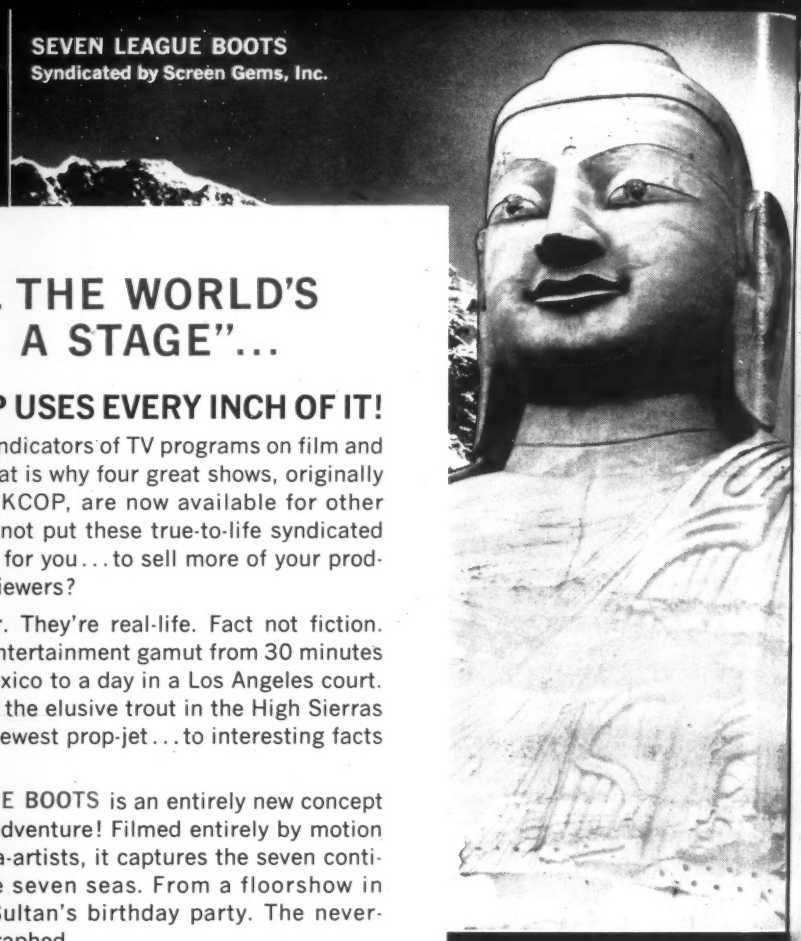
KOIL - Omaha
AVERY-KNODEL

KMYR - Denver
ADAM YOUNG

KISN - Portland
ADAM YOUNG



VAGABOND
Syndicated by Guild Films Co., Inc.



SEVEN LEAGUE BOOTS
Syndicated by Screen Gems, Inc.

"ALL THE WORLD'S A STAGE"...

AND KCOP USES EVERY INCH OF IT!

The leading syndicators of TV programs on film and tape agree. That is why four great shows, originally presented on KCOP, are now available for other markets. Why not put these true-to-life syndicated shows to work for you... to sell more of your products to more viewers?

Look 'em over. They're real-life. Fact not fiction. They run the entertainment gamut from 30 minutes of travel in Mexico to a day in a Los Angeles court. From catching the elusive trout in the High Sierras ... riding the newest prop-jet ... to interesting facts of science.

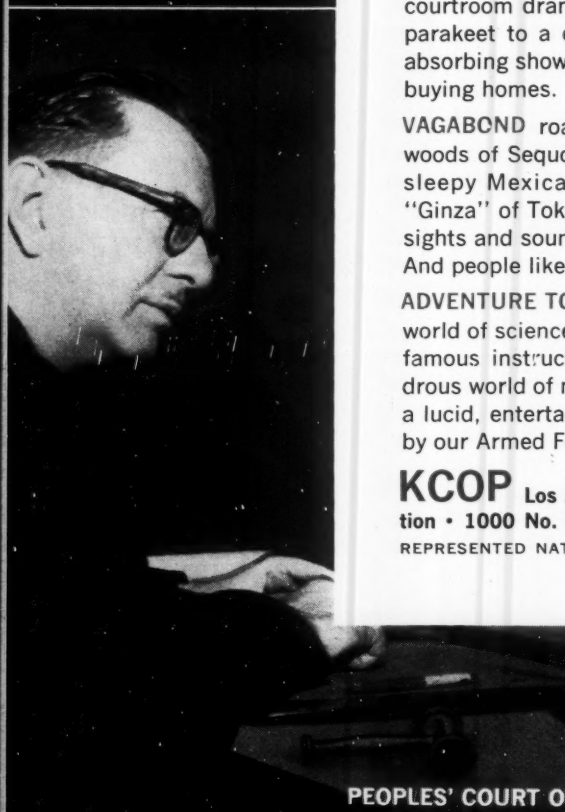
SEVEN LEAGUE BOOTS is an entirely new concept in travel and adventure! Filmed entirely by motion picture camera-artists, it captures the seven continents and the seven seas. From a floorshow in Europe to a Sultan's birthday party. The never-before photographed.

PEOPLES' COURT OF SMALL CLAIMS presents the gamut of every human emotion in compelling courtroom drama. From claims for the death of a parakeet to a case of noisy neighbors. Powerful, absorbing showcase to get your products into more buying homes.

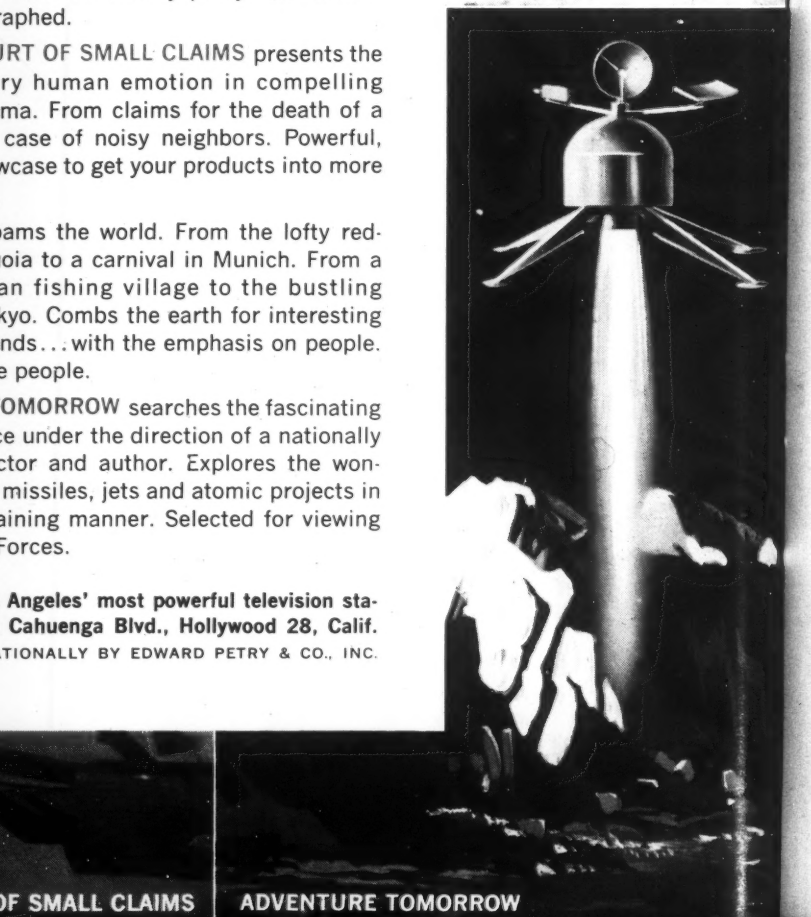
VAGABOND roams the world. From the lofty redwoods of Sequoia to a carnival in Munich. From a sleepy Mexican fishing village to the bustling "Ginza" of Tokyo. Combs the earth for interesting sights and sounds... with the emphasis on people. And people like people.

ADVENTURE TOMORROW searches the fascinating world of science under the direction of a nationally famous instructor and author. Explores the wondrous world of missiles, jets and atomic projects in a lucid, entertaining manner. Selected for viewing by our Armed Forces.

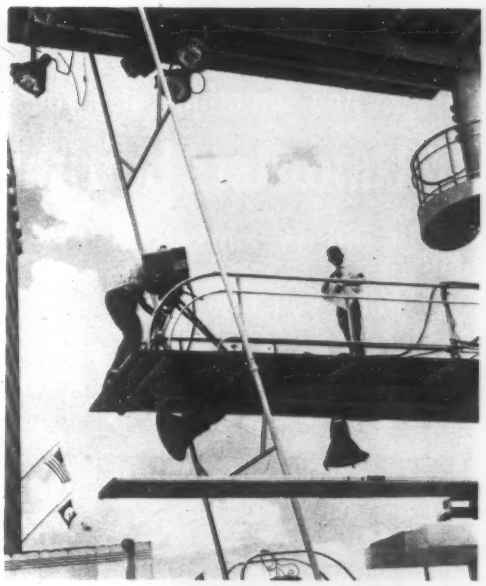
KCOP **Los Angeles' most powerful television station • 1000 No. Cahuenga Blvd., Hollywood 28, Calif.**
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

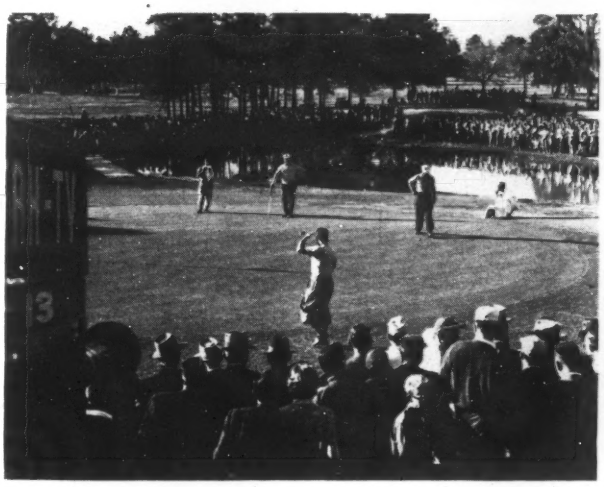


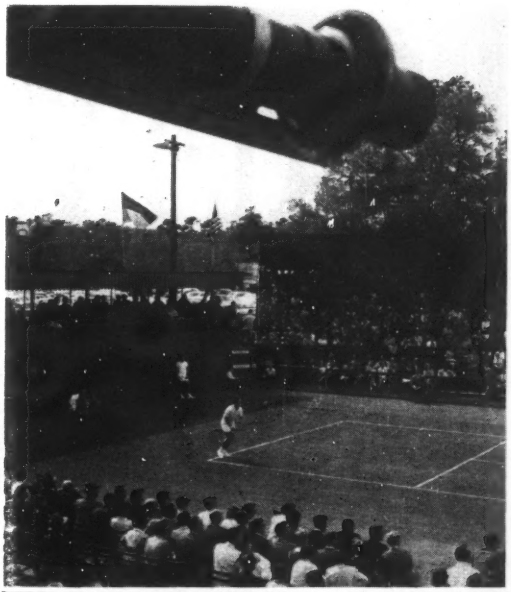
PEOPLES' COURT OF SMALL CLAIMS
Syndicated by Guild Films Co., Inc.



ADVENTURE TOMORROW
Syndicated by Guild Films Co., Inc.







RIGHT ON TOP!

✱ of every major Houston Sports event . . . full coverage for Home Viewers — you're back of Home Plate with the ump, seeing with the judges eye at a horse show and getting a caddies eye view of the fabulous Houston Classic — another reason why KTRK-TV is Houston's Top Family Station.

K T R K TV

THE CHRONICLE STATION

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC — GENERAL MANAGER,
HOUSTON CONSOLIDATED TELEVISION CO. — WILLARD E. WALBRIDGE
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., — COMMERCIAL MANAGER,
500 FIFTH AVENUE, NEW YORK 36, N.Y. — BILL BENNETT

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

. . . And something else you should know—

Lancaster, Harrisburg, York

is ONE TV market

when you use

WGAL-TV

WGAL·TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Matter of time • Now that distillers have loosened up on woman taboo in display advertising, permitting milady to be shown in brand-name liquor displays, media observers feel it's only matter of time before code is revised to allow distillers to venture into broadcast media with carefully written and timed copy. Liquor advertising already is on air locally, via night club, hotel and other service spots advertising mixed drinks at reasonable prices. It's but short step to brand-name promotion on radio and tv.

Reward • NBC supervisory personnel who operated network during 19-day work stoppage by National Assn. of Broadcast Employes & Technicians reportedly came in for pleasant surprise when they returned to their regular jobs. Each of some 300 employes who substituted for absent union workers will receive at least one additional week of paid vacation and bonus of $400, and some who worked exceptionally long hours will receive larger bonus.

Promotion • Not quite ready for announcement but in work: Elevation of Edward DeGray from vice president in charge of ABC radio to president of radio division. Reports say it's set for next meeting of board of parent AB-PT.

Tv allocations • Because of tight schedule (it resumes 25 to 890 mc hearings today), FCC won't take up vhf tv drop-ins for number of critical 2-station markets until special meeting June 1. All told, some 35 cities are in line-up, but presumably only those where drop-ins could be achieved without deviating from existing mileage separations, and which have been cleared otherwise, would be promptly considered.

New allocations threat, resurrecting vhf-uhf controversy, to be considered June 1, is technical report of FCC's chief engineer, Edward W. Allen Jr., on virtues of uhf. Without evaluating economic upheaval that would result from transition to uhf, report finds major metropolitan areas (New York, Los Angeles, Chicago, etc.) could be covered by cluster of some 6 uhf stations operating on different frequencies, but repeating same program. But even existing 70 uhf channels couldn't accommodate replacement of each vhf with no adjacent channel assignments, this totally aside from economic dislocations and perhaps doubled cost of receivers.

Spectrum study • Outstanding figures in allocations planning and policy will participate in exploratory panel deliberations called for June 8-9 by Chairman Oren Harris (D., Ark.) of House Commerce Committee who is armed with $200,000 budget for study of spectrum problems involving use of space by government as well as industry, and with vhf for tv as primary consideration. Working against administration roadblocks, Mr. Harris has already received word from Defense Department that it has recalled Paul W. Goldsborough, who retired March 30 as director of telecommunications policy, to participate in panel, with full departmental authority.

While list of participants isn't complete, it's learned that FCC Chairman Doerfer, OCDM Director Hoegh, Dr. Irwin Stewart, former Federal Radio Commissioner who participated in both 1951 study and last year's "quickie," and Dr. Ernest Everett, U. of Illinois engineering dean, have sent acceptances. There was feeling, however, that NAB had not awakened to importance of sessions and that, instead of designating outstanding engineering figure, it had assigned staff member.

Key test • Strong plus in radio-tv's fight for equal access in courts seen during upcoming contempt of Congress trial of Chicago banker Edward A. Hintz. Mr. Hintz, associate of Orville E. Hodge imprisoned for embezzlement of Illinois state funds, refused to testify before Senate Banking Committee hearing in Chicago in 1956 claiming invasion of privacy because of microphones, tv cameras, tape recorders, etc. Senate cited him and trial is due soon. U. S. attorney in Chicago has asked for and received kinescope of tv coverage from WBKB (TV) Chicago and has indicated he hopes to use it to show jurors that cameras did not disturb hearing.

It doesn't always talk • That $1.5 million sale of WOV New York to Bartell Family (page 76) could just as well have been $2 million sale to another active bidder, but it would have meant change in station personality from primary Italian language format of 30 years to modern news-music. In midst of negotiations last week, M. S. Novik, president and 50% owner, was told of new $2 million proposal, but with no assurances, as were given by Bartells, that Italian programming would be "continued and expanded." He and his quarter-interest associates, Ralph Weil and Arnold Hartley, then decided to stick with Bartell offer.

Big meeting • Full membership of FCC will meet with full membership of Senate Commerce Committee within next fortnight to explore all legislative and regulatory matters of mutual interest and determine when new hearings will begin. Senate Committee, for past several years, has been keeping weather-eye on tv allocations policy, and FCC last month (BROADCASTING, April 27) submitted to committee status report to be basis for forthcoming hearings.

Change of pace • Assn. of National Advertisers' spring convention in Chicago past week was noteworthy in this respect: no speaker decried high cost of television though many have at former conventions. In fact, one (Douglas Smith, advertising and merchandising manager, S.C. Johnson & Son) came out with ringing defense of tv as advertising medium for selling goods (story page 38).

Decision • Equitable Life Assurance Co., which initially had intended to share honors next fall with *Playhouse 90* Thursday nights on CBS-TV with *Biography* series, will have six specials on NBC-TV next season. Original talks with CBS-TV on *Biography* fell through in April, and Equitable since then has looked elsewhere through agency Foote, Cone & Belding, New York.

Head start • How far in advance are film producers pitching their wares for 1960-61 season? Example: Warner Bros. is already gauging advertiser and/or network interest in planned half-hour tv series called *Room for One More* based on motion picture that featured Cary Grant.

Cumulation • WRCA-TV New York is keeping under wraps new "orbit plan," in which spot announcements in triple A time would be sold on rotating day and time basis. Research by station indicates that plan will increase cumulative rating of sponsor's message by 25%.

Appraisers • How does one determine worth of tv station? Try arbitration. That is how KRNT-TV Des Moines is being assessed, via three-man board. Arbitration route was picked by Cowles Broadcasting Co. and Kingsley Murphy Jr. to determine price Cowles will pay for Murphy 40% ownership in KRNT-TV.

REACH HER FIRST IN DETROIT

with WJBK-TV's MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a **Good Movie!** The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan. Help yourself to a 9-billion-dollar sales potential in the nation's fifth market.

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Broadcasting Company

Storer Television

WJBK-TV Detroit | WJW-TV Cleveland | WSPD-TV Toledo | WAGA-TV Atlanta | WITI-TV Milwaukee

WEEK IN BRIEF

How to make tv less complicated • More equitable standardization of business practices between agencies and networks regarding color costs and program license fees, for instance, would make life much simpler for everyone. This is the subject about which David W. Dole, vice president, broadcast business division, Leo Burnett Co., Chicago, has some specific suggestions. He talks them over in this week's MONDAY MEMO. Page **25.**

Revolution on Madison Avenue • Progress, important progress, in tv timebuying due soon, according to American Research Bureau, preparing to tie together the magic of an electronic brain and the first county-by-county station coverage and audience service. Page **31.**

Tv coin from many • Television Bureau of Advertising lists more than 125 different advertiser types and their estimated gross expenditures in 1958 for both network and spot. Page **34.**

Advertising insight • Delegates at Assn. of National Advertisers Golden Anniversary spring meeting in Chicago takes a close look at themselves. They mostly liked what they saw, and television's detractors were worked over. A high spot—how S.C. Johnson & Son invaded the Lexington, Ky., market. Page **38.**

Effectiveness of tv films • Agency executive argues producers and distributors should inform timebuyers of their sales impact, with research-promotion organization supplying pertinent information. Page **52.**

Relief on the way? • Senate committee schedules June 12 hearings on "Fair Political Broadcasting Act of 1959" as bipartisan supporters push for action during present Congress. Page **57.**

A chance to kill Sec. 315 • A special BROADCASTING editorial advocates an all-broadcaster campaign for repeal of the political broadcasting law. and it explains the reasons why this is necessary—and possible. Page **58.**

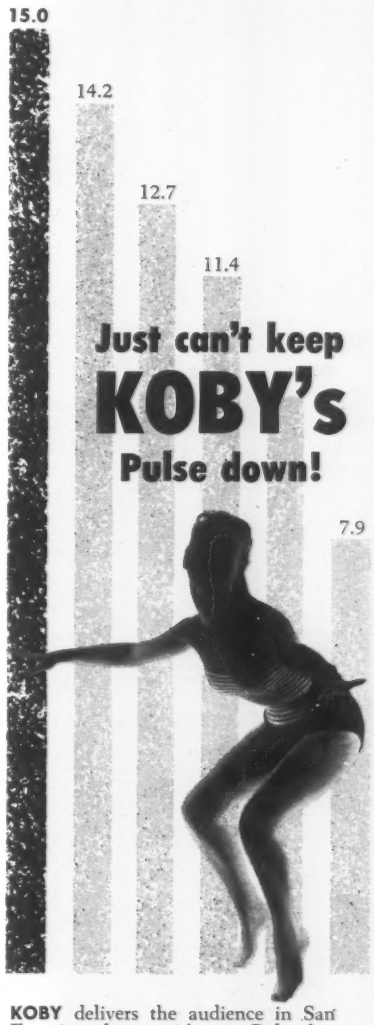
FCC embroiled in sticky one • Case of Atlanta radio station programming still being deliberated, but Commission puts two more down on license renewals, and approves two others. Page **64.**

Electronics onward • Military output of manufacturing industry, estimated at $5 billion this year, expected to pass $21 billion by 1970, Electronic Industries Assn. convention at Chicago is told. Annual medal of honor presented to Frederick R. Lack, retired Western Electric vice president. Page **94.**

More electronics • Annual Electronic Parts Distributors Show at Chicago told parts volume should near $10 billion by 1960. Sales by parts distributors up 226% in decade. Page **95.**

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	31
BROADCAST ADVERTISING	31	THE MEDIA	70
BUSINESS BRIEFLY	54	MONDAY MEMO	25
CHANGING HANDS	76	OPEN MIKE	20
CLOSED CIRCUIT	5	OUR RESPECTS	115
COLORCASTING	86	PROGRAMMING	80
DATEBOOK	15	WEEK'S HEADLINERS	10
EDITORIAL PAGE	116		
EQUIPMENT & ENGINEERING	94		
FANFARE	99		
FATES & FORTUNES	88		
FOR THE RECORD	102		
GOVERNMENT	57		
INTERNATIONAL	97		



KOBY delivers the audience in San Francisco—because it's got a Pulse that just won't quit. Look at this January-February report: *Koby, the highest average share of audience seven days a week—6 A.M.–Midnight—15.0.*

And that 15.0 share gives KOBY the in-home and out-of-home listeners that are ready to spend money.

So if you've got a product or service you want to put across in San Francisco, KOBY's your best buy!

SEE PETRY for the top share of audience on **KOBY,** San Francisco—and start *your* sales pulse beating faster.

10% discount when buying **KOBY**—and **KOSI,** *Denver.*

(Speaking of Denver, after July, when in the Mile High City, stay at the Imperial Motel, 1728 Sherman, downtown.)

KOBY / *10,000 Watts in San Francisco*

For *Greenville, Mississippi* – **WGVM**

MID-AMERICA BROADCASTING COMPANY

LISTENING POWER PLUS

More people listen to WTOP Radio than any other station in the 20 counties which make up the Greater Washington Area. Backing up this Pulse report is an independent survey revealing an astounding plus for these WTOP listeners . . . more than 76% in income groups over $6,000 per year!

wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by THE WASHINGTON POST BROADCAST DIVISION:

WTOP Radio, *Washington, D.C.* WJXT, *Channel 4, Jacksonville, Florida* WTOP-TV, *Channel 9, Washington, D.C.*

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 31

Canon 35 study voted by ABA-media group

Proposal for objective survey of radio-tv-photo coverage of court trials given preliminary endorsement Friday in Washington at joint meeting of American Bar Assn. Canon 35 Committee and media representatives. Special group to probe survey project will be named if participating organizations approve. This group will study procedure and seek financing for inquiry into idea.

When and if financing is obtained, then joint bar-media interests would consult with survey organization on chance of conducting objective study. If final decision is reached to do depth survey, findings would be reviewed by ABA and media in search of change in Canon 35 ban against radio-tv-photo coverage. ABA committee will hear all sides of problem before making recommendations to association.

Chairman of ABA committee is Whitney North Seymour, New York. Media representatives at Friday session included Robert D. Swezey, WDSU-AM-TV New Orleans, and Howard H. Bell, assistant to president, for NAB; John Fulton Lewis, WBAL Baltimore; Ted Koop, CBS News, Radio-Television News Directors Assn.; Julian Goodman, NBC, Radio-Tv Correspondents Assn. Newspaper and photo associations also were represented.

April 17 Conelrad covered U.S. 85-90%

Conelrad test April 17 covered 85-90% of U. S., National Industry Advisory Committee was told at meeting in Washington. Committee reported Friday that analysis of last month's Conelrad drill showed "extremely satisfactory" results, except for few problem areas.

NIAC also took up other plans and projects, including work by EIA committee on standardization of Conelrad signal. This is expected to be completed in July, will permit production of low cost Conelrad receivers or adapters for existing am, fm or tv receivers. Part of standardization plan is installation of automatic push-button device at transmitter which will put station into Conelrad operation in seconds. Cost of this device—estimated to be about $150 per installation—will be borne by Office of Civilian & Defense Mobilization, it was learned.

NIAC committee, chairmaned by Les Learned, MBS, met at FCC. It comprises about 60 members, all technical and production personnel of broadcast industry.

Space reflectors

National Aeronautics & Space Administration announced Friday it had issued $60,000 contract to General Mills Inc. for nine plastic balloons each 100-ft. in diameter for use in passive satellite communication tests. First is scheduled sometime near end of this year. Balloons would be ejected into orbit from space rocket and would be used to "bounce" radio signals across oceans or continents.

Hill support grows for Sec. 315 change

Additional support for S 1858 amending Sec. 315 of Communications Act (equal time provision) was voiced in Senate Friday. Sen. Prescott Bush (R-Conn.) said radio-tv stations "face an impossible situation" in covering political news as result of FCC's Chicago-Lar Daly decision. Sen. Bush, one of 12 co-sponsors of S 1858, said that if ruling goes unchallenged "it can seriously diminish the public service role of the radio and television industries. . . ."

Sen. Francis Case (R-S.D.), another co-sponsor of Hartke bill (see editorial, page 58, earlier story, page 57), said that "to require equal time for all candidates in the coverage of news is as absurd as requiring of a newspaper equal space to all candidates, including minor factions. It would make candidates the judges of news values, abuse would be inevitable." Reporting of news, he said, should be left to discretion of media. "News by stopwatch would be news by state control," South Dakota Republican stated.

EIA promotes tv

Plans for new public relations program designed to promote interest among manufacturers and distributors in fall network tv spectaculars was approved Friday by board of Electronic Industries Assn.

Campaign devised by Consumer Products Div. task force to include promotion plugs by manufacturers in distributor presentations and probably newspaper advertising. EIA to distribute materials to tv receiver firms after compiling data from networks. Committee to develop public relations program includes L.C. Truesdell, vice president and sales director, Zenith Radio Corp.; Edward R. Taylor, vice president, consumer products, Motorola Inc., and Charles N. Hoffman, sales director, Warwick Mfg. Corp.

In other action EIA divided Consumer Products Div. for first time into separate radio, tv and phonograph sections (elections page 10).

KTVW (TV) names rep

KTVW (TV) Tacoma-Seattle, Wash. (ch. 13) reported Friday (May 22) appointment of Richard O'Connell Inc., N.Y., as national representative effective immediately. James Hawking, general manager, announced station went to full power of 316 kw last week. Station is owned by J. Elroy McCaw.

St. Louis ch. 2 case

FCC has asked two weeks extension on deadline in St. Louis ch. 2 case from U.S. Court of Appeals, Washington. Commission lawyers said they had not had opportunity to take up question of whether to seek rehearing or clarification with Commission since all seven commissioners have not been present until recently. Deadline for further action in St. Louis case was Saturday (May 23). Court remanded St. Louis ch. 2 case on ground *ex parte* conversations took place while rule-making proceeding to move ch. 2 from Springfield, Ill., to St. Louis was under consideration (BROADCASTING, May 11).

Mutual signs KTOK

Mutual network affiliation in Oklahoma City will shift from KTOW to KTOK June 29, replacing CBS at latter station. KTOW has not announced future plans; neither has CBS. KTOK is 5 kw on 1000 kc; KTOW 250 w day on 800 kc. In another affiliation move, KOSY Texarkana, Tex., joins CBS effective July 2. It is on 790 kc with 1 kw day, 500 w night.

CONTINUES *on page 10*

AT DEADLINE

• Business briefly

• Shulton Inc., N.Y., has mapped out June-July radio-tv spot promotion for its insecticides in 16 markets (10 radio and seven tv, with one overlap). Frequency of radio exposures per market varies from 20 to 60 depending on number of stations used. Tv spots, ranging from 12 to 18 per week, will appear on one station per market. Agency: Wesley & Assoc., N.Y.

• Spector Freight System, Chicago, through Garfield-Linn & Co., considering use of local nighttime radio in $400,000 advertising campaign during next 12 months. Company will buy programs or spots in number of key cities to promote truck service, terminal facilities and network of routes, according to Val Williams, vice president-marketing.

WEEK'S HEADLINERS

MR. HALL MR. HARTENBOWER MR. RAWLS

PAYSON HALL, treasurer and director of radio-tv for Meredith Publishing Co., elected to board of directors. Other Meredith appointments: E.K. HARTENBOWER, general manager of KCMO-AM-FM Kansas City, elected vp of KCMO Div. of Meredith Engineering Co., wholly-owned subsidiary of Meredith Publishing Co.; and RICHARD B. RAWLS, general manager of KPHO-AM-TV Phoenix, Ariz., elected vp of KPHO Div. of Meredith Engineering Co. Other Meredith stations are KRMG Tulsa, Okla., WOW-AM-TV Omaha, Neb., and WHEN-AM-TV Syracuse, N.Y.

MR. AUBREY

JAMES T. AUBREY JR., vp-creative services of CBS Inc. since April 1958, appointed to new management position of executive vp of CBS-TV effective June 1, LOUIS G. COWAN, CBS-TV president, announced Friday (May 22). Mr. Cowan said Mr. Aubrey will have general supervision of all CBS-TV departments in a post created because of "the rapid growth and increased complexity of network television." Before he joined CBS, Mr. Aubrey was vp in charge of programming and talent at ABC-TV starting in December 1956. In that same year (June 1956) he had been manager of network programs in Hollywood for CBS-TV. His broadcast background included general manager of KNXT (TV), CBS-owned station in Los Angeles, and of Columbia Pacific Network from October 1952, and before that KNX and KNXT account executive and later KNXT's sales manager.

MR. CAMPBELL MR. THAYER

WENDELL B. CAMPBELL, general manager of KFRC-AM-FM San Francisco, appointed vp in charge of Pacific coast sales for radio-tv properties of RKO Teleradio Pictures. JACK THAYER, who resigned last week as general manager of WDGY Minneapolis-St. Paul (WEEK'S HEADLINERS, May 18), succeeds Mr. Campbell as vp and general manager of KFRC. Before joining KFRC, Mr. Campbell was vp and sales manager of Mutual Broadcasting System when it was owned by RKO Teleradio. RKO Teleradio stations are WOR-AM-TV New York; WNAC-AM-TV and Yankee Network, Boston; WGMS-AM-FM Washington; CKLW-AM-TV Windsor, Ont.-Detroit; WHBQ-AM-TV Memphis; KFRC, and KHJ-AM-TV Los Angeles.

DAVID R. HULL, Raytheon Mfg. Co. defense vice president, re-elected president of Electronic Industries Assn. May 21 by EIA board, winding up weeklong sessions (early story page 94). JAMES D. SECREST re-elected EIA executive vice president-secretary.

Others elected: LESLIE F. MUTER, Muter Co., treasurer; Dr. W. R. G. BAKER, Syracuse U., director emeritus. Elected vice presidents were ROBERT S. BELL, Packard Bell Electronics Corp.; S. R. CURTIS, Stromberg Carlson Co.; RUSSELL E. CRAMER Jr., Radio Condenser Co.; A. L. CHAPMAN, CBS-Hytron; C. RUSSELL COX, Andrew Corp. New EIA board will meet Sept. 24 at Traymore Hotel, Atlantic City.

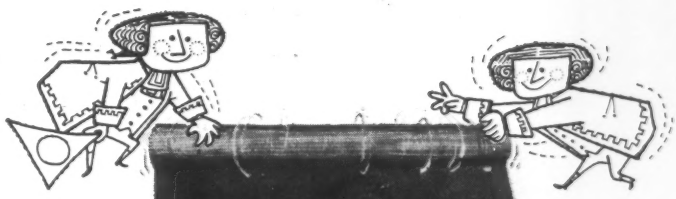
MR. BOOROM MR. DAVID

WARREN BOOROM and MILES DAVID elected vps of RAB by board of directors last Wednesday (May 20). Mr. Boorom, director of member service, joined RAB in August 1954 as assistant director of local promotion, was promoted to director in December 1955, promotion manager in April 1956 and to present post in January 1958. Previously he was director of advertising and promotion for WTOP-AM-TV Washington, and before that was with WWDC Washington and KRS Los Alamos, N.M. Mr. David, director of promotion, came to RAB in present post in March 1958 after eight years with *Sponsor* magazine both as managing editor and executive editor. Before that he had been free-lance writer, associate editor of *Science Illustrated* magazine and writer and editor on *Stars & Stripes*, army newspaper.

MR. HULT

ADOLF N. HULT, former Mutual vp and more recently tv consultant for Screen Gems and RKO Teleradio Pictures, both New York, rejoins Mutual as vp in charge of newly-created special projects department (CLOSED CIRCUIT, May 18). New department will be responsible for developing projects for network's sales department. Mr. Hult began his radio career as salesman for WGN Chicago, and in 1934 he joined Mutual's sales staff, that city. He was promoted to sales manager for network in Chicago in 1941 and in 1945 was named vp in charge of midwest operations. In 1949, he was appointed vp in charge of sales for MBS in New York and in 1953 was elected to company's board of directors.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



Philadelphia

rolls out the carpet for

John Blair & Company

With more offices (ten) and more manpower, John Blair & Company has long provided the most extensive national coverage of any radio station representative. Now an eleventh office has been opened, making Blair the first major radio station representative to establish on-the-ground service for the growing volume of spot radio in the Philadelphia area. Philadelphians in turn have been quick to recognize and applaud this continued evidence of Blair determination to "git thar fustest with the bestest."

PHILADELPHIA OFFICE:
Henry G. Chadwick, Mgr.
1617 Pennsylvania Blvd. • Phone LOcust 8-0290

NEW YORK • CHICAGO • BOSTON • DETROIT
ATLANTA • ST. LOUIS • DALLAS • SEATTLE
LOS ANGELES • SAN FRANCISCO

WELCOME*

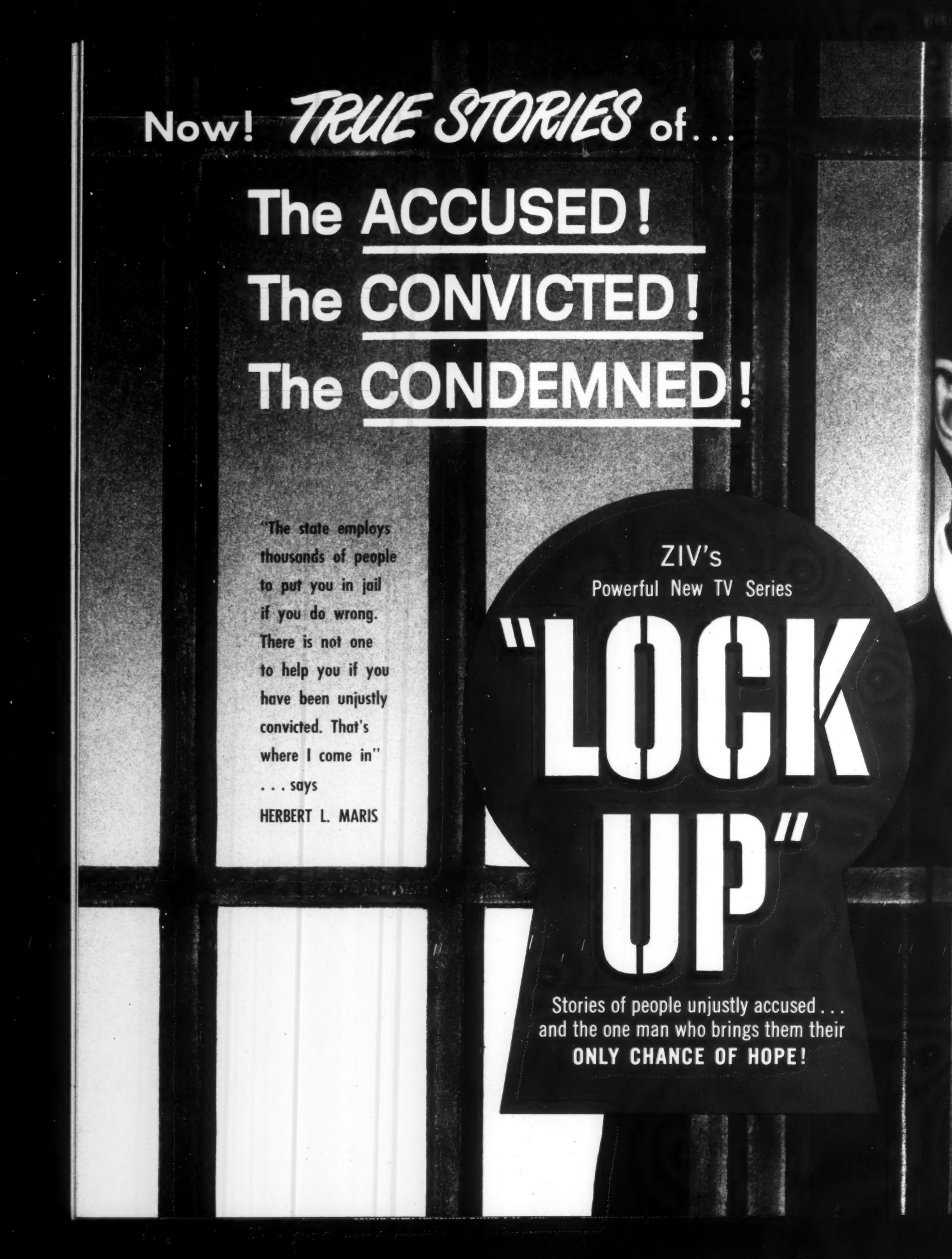
"I want to tell you how happy we are about your opening an office in Philadelphia. Blair is to be congratulated on being the leader in this respect. Notice of your new office is being circularized through our house-organ."

"We are delighted that John Blair & Company recognizes the growth of Philadelphia as an advertising center. Our agency extends a cordial welcome."

"So glad to learn that you are opening an office in Philadelphia. We shall be very happy to welcome Henry Chadwick in his new capacity, and look forward to working closely with him on broadcast schedules."

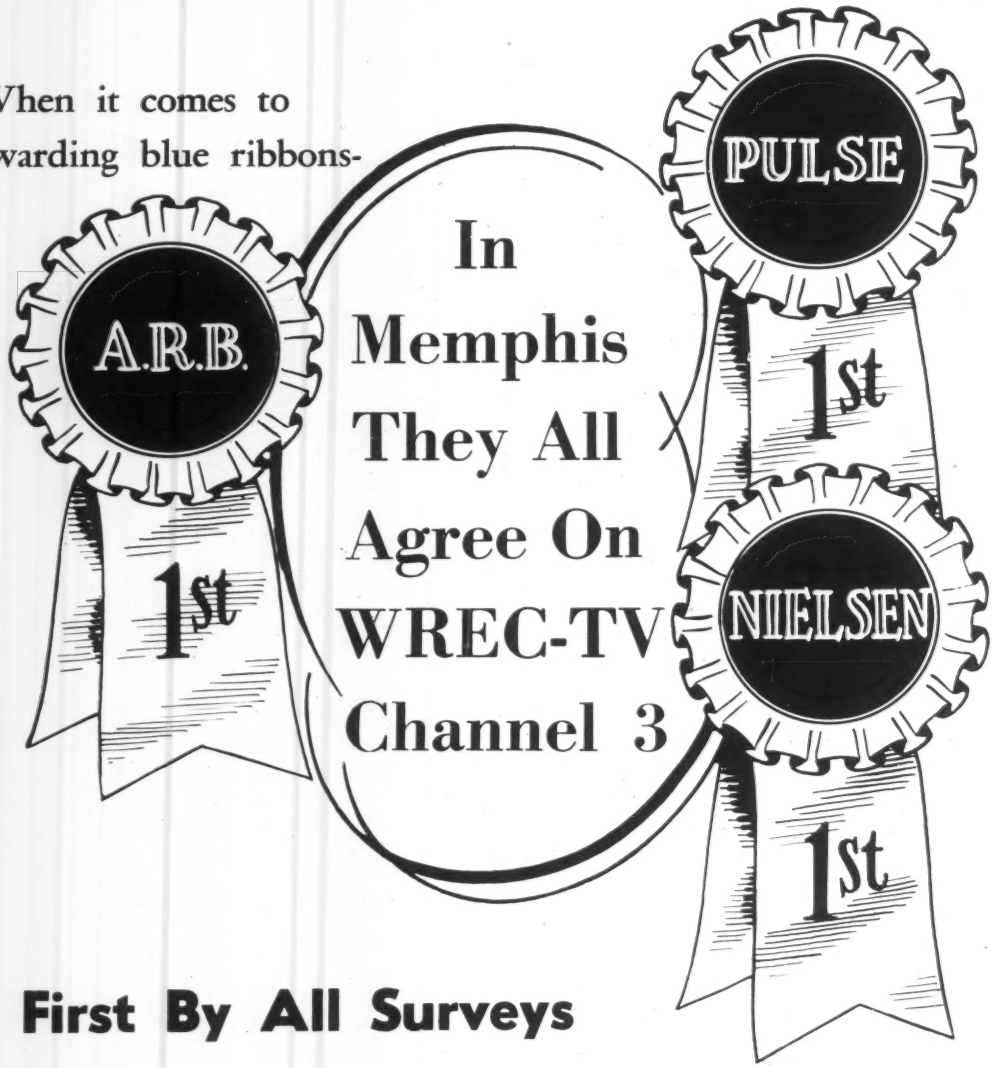
"May we add our congratulations to the many received on the opening of your new Philadelphia offices. To have on-the-ground service here is a much appreciated convenience—and we hope other representatives will follow your example."

Typical comments from our Philadelphia mail


Now! TRUE STORIES of...
The ACCUSED!
The CONVICTED!
The CONDEMNED!
"The state employs thousands of people to put you in jail if you do wrong. There is not one to help you if you have been unjustly convicted. That's where I come in" . . . says HERBERT L. MARIS
ZIV's
Powerful New TV Series
"LOCK UP"
Stories of people unjustly accused . . . and the one man who brings them their ONLY CHANCE OF HOPE!

The DRAMA of people in trouble with the Law . . . of the innocent who cry
"I DIDN'T DO IT!"
MACDONALD CAREY
stars as HERBERT L. MARIS successful corporation lawyer who risks his reputation and life to see that JUSTICE IS DONE!
ZIV Television

When it comes to awarding blue ribbons-



First By All Surveys

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12- Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Feb. 8-Mar. 7 '59 (Station Area)
WREC-TV	**223**	**251**	**267**
Sta. B	110	109	66
Sta. C	57	19	51

No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

May 24-26—Assn. of Independent Metropolitan Stations, Houston.

May 24-26—Life Insurance Advertisers Assn., western roundtable, Ambassador Hotel, Los Angeles.

May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

May 26—FCC Chairman John C. Doerfer addresses Federal Communications Bar Assn. on extra-record material in rule-making cases. Willard Hotel, Washington.

*May 26—Annual meeting New York City chapter, Broadcast Pioneers, Toots Shor's restaurant, 6:30 p.m. Nominating committee has named this slate of officers: Blair Walliser, MBS, president; Edward P. Shurick, John Blair & Co., Arthur Simon, Radio-Tv Daily, and Peggy Stone, Radio-Tv Representatives, vice presidents; Elizabeth Black, Harry B. Cohen Adv., sec.; Robert Higgins, Broadcast Music Inc., treasurer.

*May 27—Agency Broadcast Producers Workshop, Chicago Film Lab., Chicago. Speakers: Raymond Jones, AFTRA Chicago executive secretary, and Herbert Neuer, legal assistant.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 27—New Jersey Broadcasters Assn. spring meeting, Rutgers U. campus, Rutgers. Topics include single vs. multiple rate and station appraisals.

May 29—National Tv Repeater Assn., Denver.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 2—Special NAB Tv Public Information Committee, formed to draw up national program, will hold first meeting in New York.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new FM Assn. of Broadcasters, Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

June 5—NAB Tv-Music Advisory Committee, NAB hdqrs., Washington.

June 6—UPI Broadcasters of Wisconsin, Milwaukee.

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

June 7-9—American Women in Radio & Television, board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before Communications Subcommittee of House Commerce Committee.

*June 9-July 1—Communications Subcommittee of Senate Commerce Committee hearings on 13 pending bills amending Communications Act.

June 12—NAB Tv Code Review Board, NAB hdqrs., Washington.

June 12—Pennsylvania AP Broadcasters, Pittsburgh.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

*June 13—U. of Chicago Communications Dinner, Quadrangles Club, on campus. Louis G. Cowan, CBS-TV president, will speak on "Television and the Arts." Other speakers are Leonard Kent, Needham, Louis & Brorby, and Alec Sutherland, U. of Chicago educational broadcast chief.

June 13—UPI Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio.

June 13-14—Louisiana-Mississippi AP Broadcasters Assn. Jacksonian Motel, Jackson, Miss.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

June 15-19—NAB Combined Boards of Directors, NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June

"Sunny" Knows

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programmed for service . . . and for sales, and has been making friends in Florida for 31 years.

WSUN 620 KC

Tampa St. Petersburg

National Rep:

VENARD, RINTOUL & McCONNELL

Southeastern Rep:

JAMES S. AYRES

* NCS 2

Another thriller-diller from WJRT—

"All fours, Ponsonby?"
"Stop hounding me, Chief. I'm making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City."

Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism** and **School of Library Science**, Syracuse, N.Y.

June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 17-19—Virginia Assn. of Broadcasters, Tides Inn, Irvington.

***June 17-20—National Assn. of Television-Radio Farm Directors**, Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

***June 17-19**—Eleventh annual meeting **Catholic Broadcasters Assn.**, Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 18-20—Florida Assn. of Broadcasters convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19—Rhode Island Broadcasters Assn., Viking Hotel, Newport.

June 21-22—Colorado Broadcasters & Telecasters Assn., Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

June 22—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859.

June 22-26—First Advertising Agency Group, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Calif. George A. Willey, director.

June 23-25—National Community Television Assn., Sheraton Hotel, Philadelphia.

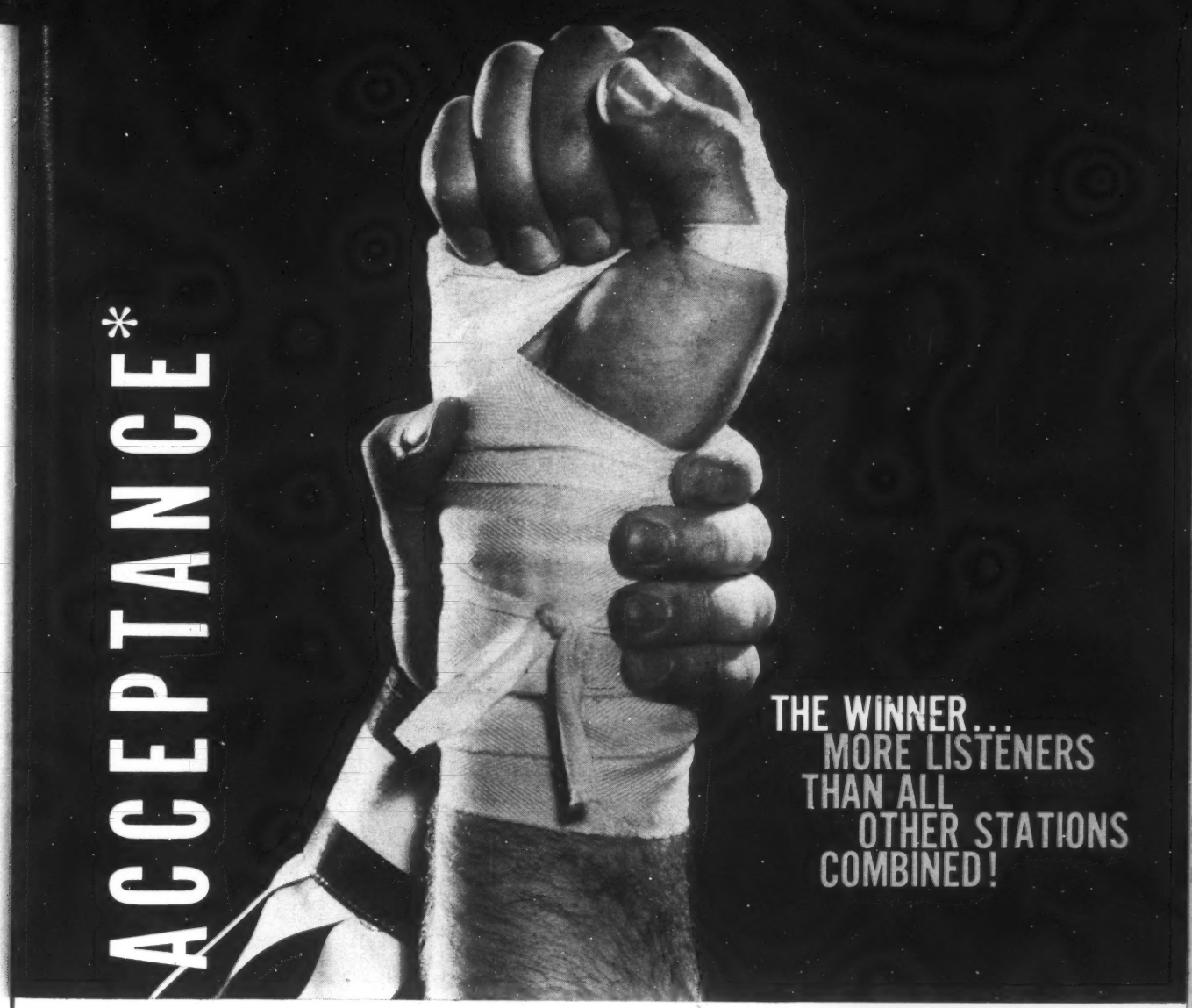
June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.**, Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, **Saturday Review**; John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 28-29—South Carolina Broadcasters Assn., William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers**, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.



WCCO Radio delivers . . .

- **Bigger gate** . . . more listeners than all other Minneapolis-St. Paul stations *combined!* 55.8% share of audience.†
- **Bigger purse** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. $5.6 billion to spend!
- **More sock** . . . through vitality of full-size programming that attracts and sells the audience you want to reach.

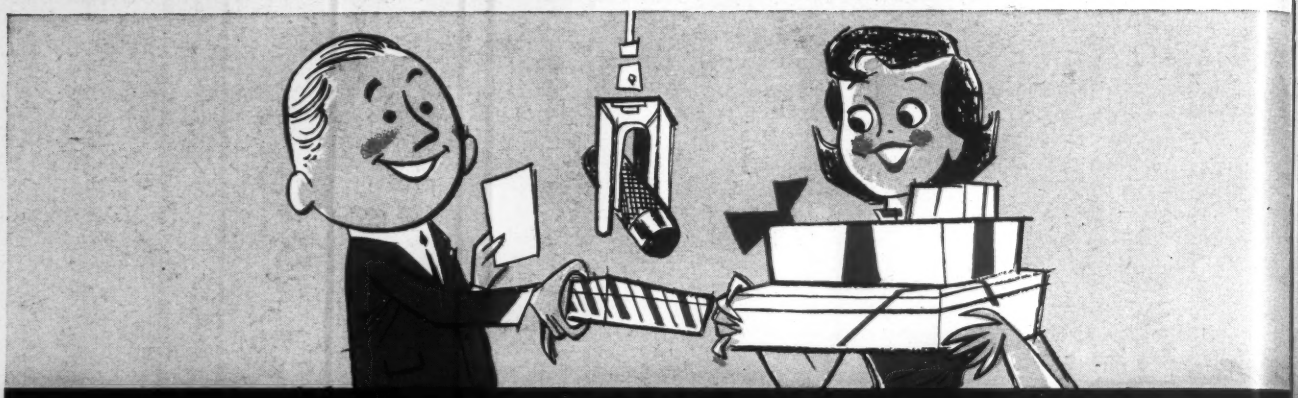
**Nothing sells like acceptance . . .*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

†Nielsen Station Index, Jan-Feb., 1959/Station Total, 6:00 AM-Midnight, 7-day week.



NOW . . . AVAILABLE

$PRIZES$

OUR HISTORY AND GUARANTEE

- ✓ Over fifteen years experience in the prize business.
- ✓ We guarantee the prizes will be as represented.
- ✓ We have never failed to deliver as promised.
- ✓ We have never been sued by a station, client, or contestant.

Here's the kind of prizes we're now furnishing to TV and Radio Stations:

Vacation Trips	Electric Clothes Dryers
Gas Ranges	Freezers
Luggage	Encyclopedia Sets
Dinette Sets	Washing Machines
Sewing Machines	Knitting Machines
Diamond Rings	Wristwatches
Roaster Ovens	Vacuum Cleaners
Ironing Board & Iron Sets	Cooking Utensils
Perfume Sets	Electric Shavers
Electric Mixalls	Cameras
Aluminum Sets	Bicycles
Toasters	Coffeemakers
Jewelry Sets	Bathroom Scales
Golf Bags	Pen & Pencil Sets
Dishes	Bedspreads & Draperies

FROM THE PRODUCERS OF TELLO-TEST—AMERICA'S MOST

For years, we have been servicing hundreds of stations with hard-to-get prizes—in connection with our TV and radio quiz shows. Now, for the first time in our history, we have decided to make our prize service available to take care of the personal needs and requirements of any local show in any market.

FOR THE FIRST TIME!

FOR LOCAL TELEVISION AND RADIO STATIONS

. . . Offered by America's oldest and most dependable Prize Service

WHY ARE WE SO SUCCESSFUL WITH PRIZES?

1. We charge the station a nominal fee.
2. We never charge the manufacturer. (Some companies try to make money at both ends—from manufacturer and station. Result—an inferior list of awards.)
3. We protect the manufacturer. He gets the gratuitous plugs we promise him. Result—over the years we have built up an enviable position with the award donors.
4. We protect the station. We only require a realistic and practical number of gratuitous plugs for the prize donor.
5. We won't accept shoddy merchandise. We only use quality awards, of the type a contestant would love to win.
6. We ship the prizes direct to winner, at our expense. No handling or warehousing by station.

Remember, the bigger the market and the station, the better prize list we can deliver. But even for the smallest stations, we can perform successfully. Let us know what your situation is. Every deal requires special handling and attention—but we can deliver—and at a realistic price.

TV-RADIO PRIZE SERVICE

DIVISION OF RADIO FEATURES, INC.
WALTER SCHWIMMER, PRES.

75 East Wacker Drive, Chicago 1, Ill.
FRanklin 2-4392

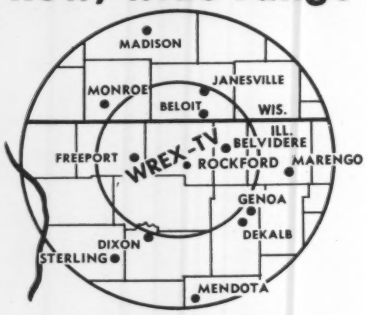
527 Madison Avenue, New York 22, N.Y.
ELdorado 5-4616

WRITE PHONE WIRE

POPULAR SYNDICATED QUIZ SHOW!

WREX-TV

new, wide range



with

HIGH POWER

229 KW VIDEO 115 KW AUDIO

SPANS A BILLION DOLLAR ROCKFORD PRIMARY MARKET

COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass $1.1-billion potential . . . widens the "secondary" range of influence to include a total $2.5-billion.

ROCKFORD MARKET

WREX-TV's new power spans a primary area of four counties and market portions of 11 others . . . $1,163,973,000 consumer spendable income — 555,462 people — and markets that record total retail sales of $762,124,000 annually.

TOTAL MARKET:

Population	**1,343,651**
Households	**413,099**
Spendable Income	**$2,502,773,000**
Retail Sales	**$1,768,295,000**

WREX-TV COVERAGE

WREX-TV spans audience interest comparative rankings of top programs, ARB area survey, shows 23 of top 25 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day

Rockford Metropolitan Area—station share of sets-in-use summary—for 4 weeks

Source ARB Feb. 9 - March 8, 1959

	WREX-TV	Station B
Mon. — Fri. Sign-on to Noon	**60.2***	40.3
Noon to 6:00 PM	**62.0**	37.0
6:00 PM to Midnight	**54.7**	44.5
All Week — Sign-On to Sign-Off	**59.9**	39.6

*Shares — station on less than the station telecasting the most quarter hours during particular period.

a wider market/coverage range in the Rockford BILLION DOLLAR market

WREX-TV

CHANNEL 13 ROCKFORD

J. M. Baisch Gen. Mgr.

ABC - CBS AFFILIATION

Represented By

H-R TELEVISION, INC.

OPEN MIKE

Daytimers' hours

EDITOR:

OUR SINCEREST THANKS GO TO YOU AGAIN FOR YOUR CONSTRUCTIVE THINKING IN BEHALF OF OUR INDUSTRY. YOUR EDITORIAL "TINKERING WITH TIME" (page 118, May 11) IS ANOTHER CONTRIBUTION THAT IS GREATLY APPRECIATED.

CARTER M. PARHAM
WDEF CHATTANOOGA, TENN.

EDITOR:

. . . I take exception to your May 11 editorial . . . your "Tinkering" blast coyly dismisses a serious problem afflicting almost one-third of the radio industry. . . .

In the legal and technical goulash that has been submitted by opponents of extended daytime hours, I have yet to see one solid chunk of evidence proving that regionals and clears have any substantial listening audiences outside of the immediate metropolitan areas in which they are located. Neither have I seen any "proof" that daytimers operating until 6 p.m. will interfere with regionals and clears *within* the latter's metropolitan areas. . . .

Undoubtedly, some of our high power westerners covering vast populations of prize beef cattle do offer the only service available in a few scattered "white areas." But until the daytimers have a chance to test their arguments in actual operation, who will ever know how many "white area" *people* will lose a radio service they listen to. . . .

The FCC can very easily authorize a six-month test period this winter, giving fulltimers the privilege of squelching offending daytimers if they can prove any important loss to audience due to actual interference during post-sunset hours. . . .

Tim Elliot
WICE Providence, R.I.

EDITOR:

The tenor of the [editorial] gives the impression the FCC has bestowed a favor on the operators of daytime stations by granting them licenses. I should like to inform the author . . . that the FCC grants commercial licenses on the basis of what may best serve the public interest. If anyone has been the recipient of a favor . . . it has been the American people.

. . . If the average listener had a choice in being able to hear his local station or a distant station during the critical hours in question, I'm sure the local station would win. . . .

There is one point of agreement, however. I think a maximum of 1 kw should be placed on daytimers operating during extended hours. . . .

John Pave
650 Landfair Ave.
W. Los Angeles 24, Calif.

EDITOR:

Either the editors aren't very well informed or there must be some other reason for this editorial. Apparently they forget that the primary duty of a radio station is service to the public.

. . . I . . . challenge the fulltimers to show one good reason why they should be entitled to protection in areas they don't give a hoot about except when they flash their coverage map in front of an agency's nose. . . .

Frank Luepke
WBBA Pittsfield, Ill.

Thoughtfulness appreciated

EDITOR:

Please convey to the industry my sincere gratitude for the many expressions of sympathy received by my wife and myself on the occasion of the tragic loss of our daughter, Doris. We will always remember the heartfelt concern of our many friends during our most trying time.

J. Robert Gulick
Assistant General Mgr.
WGAL-TV Lancaster, Pa.

[EDITOR'S NOTE: Miss Doris Gulick was stewardess aboard the Capital Airlines plane which exploded in mid-air near Baltimore May 12. Page 90, May 18.]

Research assistance

EDITOR:

We are preparing a listing of radio stations in the West with 5 kw daytime power or more for our *Western Resources Handbook*. Could you give us permission to use as our source, with acknowledgment, your publication BROADCASTING YEARBOOK, 1958?

Shirley M. King
Research Assistant
Western Resources Handbook
Stanford Research Institute
Menlo Park, Calif.

[EDITOR'S NOTE: Permission granted.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

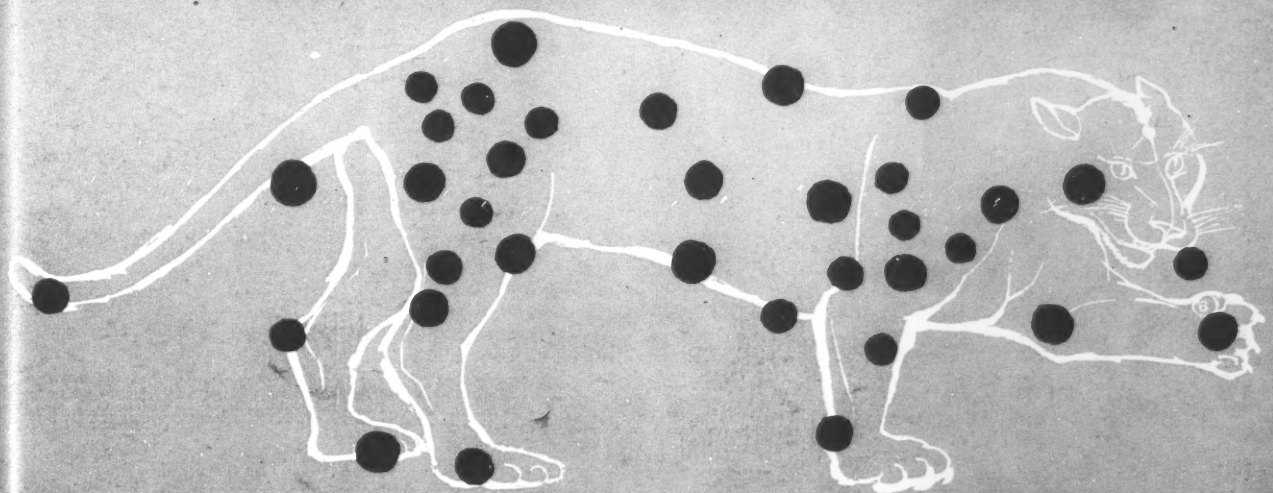
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes please include both old and new addresses.

The leopard owes a great deal of his success to the use of spot, which increases his flexibility, among other things.

An ever-increasing number of advertisers, too, use national spot as the basis of **their** successful campaigns on the marketplace. No other medium can be so readily adapted to special marketing problems, such as to pinpoint concentration in "must" markets; reach specific population segments; or introduce new products on a market-by-market basis.

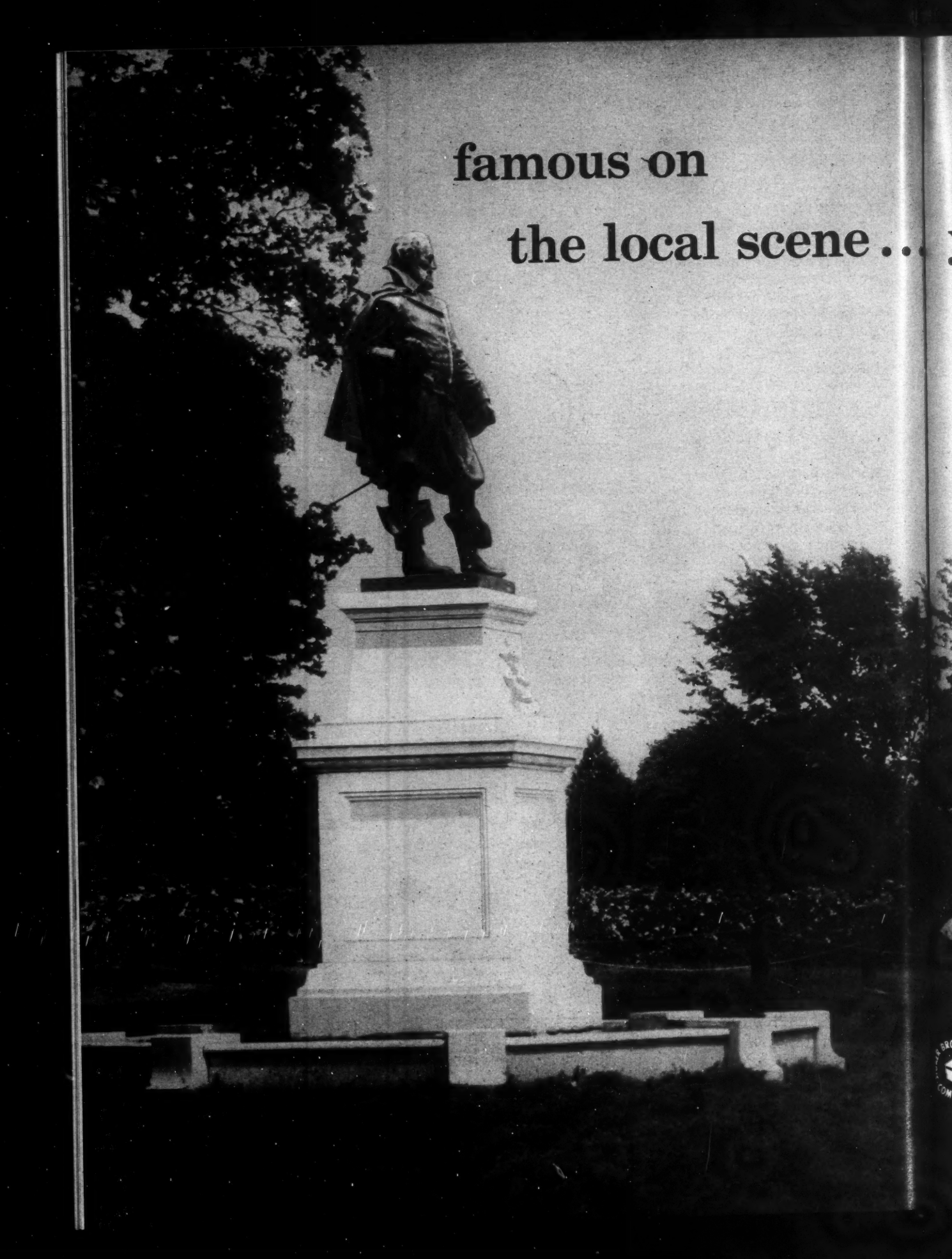
When it comes to **selling** spot, the unique **Working Partnership** concept of the **H-R** companies is unrivaled. This is a system in which such a close rapport is established between **H-R** and its stations that the **H-R** salesmen become, in effect, the sales right arm of the stations we represent.

FIRST SUCCESSFUL USER



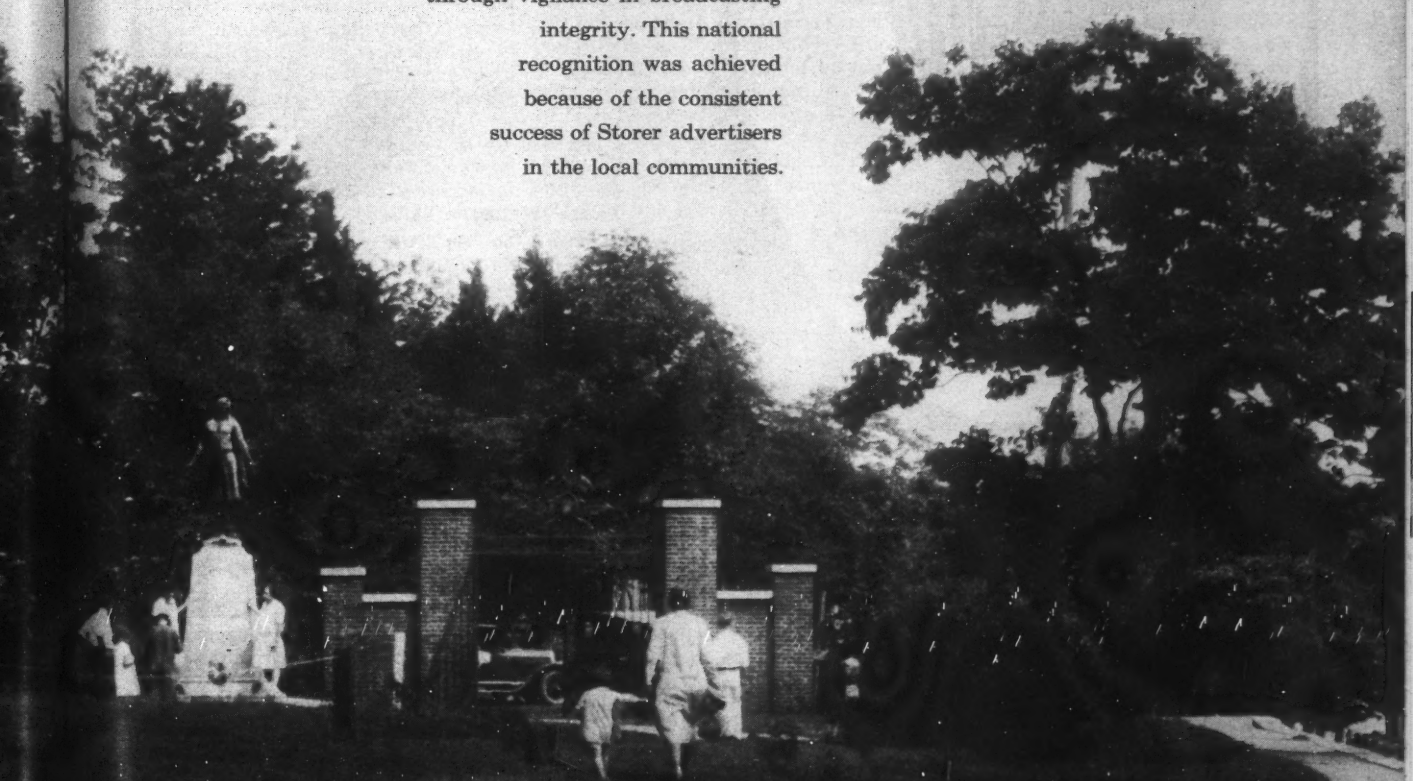
"We always send a man to do a man's job" **H-R** *Television, Inc. Representatives*

New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines


famous on
the local scene...

... yet known throughout the nation

Jamestown, Virginia, founded in May, 1607, under the leadership of Captain John Smith, is recognized as the birthplace of America and stands as a symbol of the courage and integrity of its settlers . . . Similarly, Storer has become nationally recognized through vigilance in broadcasting integrity. This national recognition was achieved because of the consistent success of Storer advertisers in the local communities.



Storer Broadcasting Company

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

WGBS Miami	WWVA Wheeling	WIBG Philadelphia	WSPD Toledo	WJW Cleveland	WJBK Detroit
WAGA-TV Atlanta	WSPD-TV Toledo	WJW-TV Cleveland	WJBK-TV Detroit	WITI-TV Milwaukee	

BUYING POWER
IS UP
IN THE LAND*
OF

Profitunity

*The WFLA-TV sales area—the big third of the Florida market.

Business is good in the land of Profitunity! In the big eight years, 1950-1958, Effective Buying Income in this busy 26-county market soared upward 112%! Everyone is selling more of everything!

So, if you've a product or service to sell—spot it on WFLA-TV! Channel 8 delivers the Tampa-St. Petersburg Metropolitan Market—PLUS 26 rich industrial-agricultural counties in busy west coast and central Florida!

Want more details? Write us today.

wfla-tv CHANNEL 8 NBC
TAMPA - ST. PETERSBURG

REPRESENTED NATIONALLY BY BLAIR-TV

MONDAY MEMO

from **DAVID W. DOLE,** *vice president, broadcast business division, Leo Burnett Co., Chicago*

How to make tv less complicated

My penchant for equitable standardization of business practices within the television profession stems in part from some of the complexities of color costs and program license fees. Here is a "for instance."

Life would be much simpler if the networks would agree that where the network retains the right to change from black-and-white to color on programs purchased from them: (1) the agency would be given 60 days' notice; (2) there would no increase in program license fee to the agency; (3) the network would continue to supply, at the agency's election, either black-and-white *or* color services, materials and facilities for the commercials.

(4) The agency's additional cost of producing commercials *in color* would be limited to the average cost of black-and-white plus 50% of the difference of the extra cost for color; (5) the agency's cost of continuing to produce commercials in *black and white* would be limited to that of the average cost experienced in black and white previously; (6) any cost in excess of the agency's obligations under (4) and (5) would be paid (not billed) by the network.

An additional factor: if the network exercises the right to go to color on the program, the agency should be given the right to terminate the purchase of the program, effective immediately after the last broadcast in black and white, by giving the network notice within 10 days after receipt of the color notice.

Some Good Reasons • There are many good reasons for the above qualifications.

If the agency is using film commercials, or would have to go to film if the program went to color, the amount of advance notice is important. It takes time to create and produce a color film commercial. Unless the agency has had considerable experience working in color, the results of a quick change to color even with live commercials can be disastrous in the value of the commercials to the advertiser.

It seems inequitable for the network to raise the price of the program to the agency unless the latter agrees to the desirability of the change to color and agrees to pay the additional cost. For all the investment in color by RCA and others—and the very worthwhile results in programs such as *An Evening With Fred Astaire*—color still has a rather unimpressive cost-per-thousand record to recommend it.

On the face of it and without regard to cost, one might assume that any advertiser would prefer having a program and commercials in color. But there are some products (food products mainly, we believe) which in their usual form and color do not reproduce well in color tv. Sometimes lengthy and costly experimentation is necessary to obtain the desired results.

Impact Is Lost • If the program goes to color and the commercials stay in black and white, doesn't the advertiser lose value in all color tv homes because the relative impact of the commercials, compared with the program, is reduced?

Film or live, the color version of the same commercials are likely to cost 10% to 50% more to get them on the air. The value, either as promotion or in impact on color homes, is worth something to the advertiser. But we suggest that the most it may be worth is half of the additional cost.

If the agency feels there is not sufficient reason to go to color commercials, it is imporant budgetwise to be sure the network's decision to go to color on the program doesn't preclude or increase the cost of black and white commercials. Both can happen.

Here's another "for instance." Life in tv would be simpler if the networks would agree that program licensee fee increases resulting from boosts to the unions (AFTRA, SAG, RTDG, WGA) would be passed on to agencies effective with the date of applicability—but that all other increases would be given "facilities and services manual" status, plus the usual six months' rate protection after issuance of a new rate card.

When selling programs, the networks like any packager naturally want to protect themselves against price increases resulting from almost any source.

Language Not Specific • The network agreements usually describe the increases which the network can pass on to the buyer, in part, as those resulting from increases payable under union agreements. But often the language is so broad that while it may never have happened, the network technically could pass along increases paid to elevator operators or janitors in the network's building—as well as those directly connected with the programs.

Somewhere between a firm price (no increase at all) and this broad language is a justifiable and logical limitation of the risk. We suspect (and have had network people agree with us) that in many instances, the increases collected amount to less than it costs the network to ascertain the applicability, figure the pro rata applicable amounts and collect these from the buyer.

I would urge the networks to limit the immediate pass-on increases to those union-controlled areas where any agency should usually know of the possibility of increases—namely AFTRA, RTDG, WGA, SAG and perhaps, in connection with film programs, IATSE. Nearly all other union areas represent costs which are included elsewhere—(1) in the networks' basic rate structure, or (2) in their production facilities and services manual.

The advertiser can have better service and both agency and network can provide it at less expense. Equitable standardization in some areas will help.

David Webster Dole, b. Minneapolis, Oct. 18, 1914. Attended U. of Minnesota. Started in broadcasting 25 years ago at WTCN Minneapolis-St. Paul; also with WCCO and Mid-West Recordings there. Associate radio director and timebuyer at Henri, Hurst & McDonald 1938-47, then to C. E. Hooper Inc., N.Y. Joined Leo Burnett Co., N.Y., 1950, as producer; moved up to operations manager and finally vp heading broadcast business division of 41 people, Chicago. He has handled orders and contract negotiations for agency since mid-'50s. He's a "vocational hobbyist." Member of radio-tv administration committee of American Assn. of Advertising Agencies and chairman of subcommittee on video tape.

INTRODUCING C.R.C.'S NEWEST, MOST CREATIVE, RADIO STATION PROMOTION JINGLES....

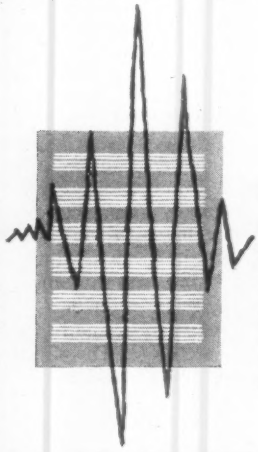
SERIES 10

Available in Stereo or Monaural!

Build a solid "Sound Image" with C.R.C.'s great new SERIES TEN. It's all there; big D.J. themes, powerful promo jingles covering every phase of modern radio, PLUS ten short I.D.'s built upon a distinctive musical trade-mark, in different arrangements. Send for your demo of SERIES TEN today! Or visit our Hotel Americana Suite during the Miami D.J. Convention. Either way, don't delay.

The big and brilliant sound has always been, and will always be, the C.R.C. SOUND. Put it to work for you NOW.

MUSICAL ADVERTISING
STATION JINGLES
SALES AIDS
SCORING TO FILM
SOUND STAGE
3-TRACK STEREO



COMMERCIAL RECORDING
P.O. BOX 6726 • DALLAS 19, TEXAS
PHONE RI 8-8004
TOM MERRIMAN
president
BOB FARRAR
vice president
DICK MORRISON
general sales manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... Sol Taishoff
VICE PRESIDENT ..... Maury Long
VICE PRESIDENT ..... Edwin H. James
SECRETARY ..... H. H. Tash
TREASURER ..... B. T. Taishoff
COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ..... Lawrence B. Taishoff

BROADCASTING*
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., **Washington 6, D.C.** Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER ..... Sol Taishoff
MANAGING EDITOR ..... Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
SPECIAL PROJECTS EDITOR .. David Glickman
ASSOCIATE EDITOR ..... Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle; STAFF WRITERS: George Darlington, Lee Edwards, Myron Scholnick, Jim Thomas; EDITORIAL ASSISTANTS: Malcolm Oettinger, Rita Cournoyer, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

V.P. & GENERAL MANAGER ..... Maury Long
SALES MANAGER .. Winfield Levi (New York)
SOUTHERN SALES MANAGER ..... Ed Sellers
PRODUCTION MANAGER ..... George L. Dant
TRAFFIC MANAGER ..... Harry Stevens
CLASSIFIED ADVERTISING ..... Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER ..... Irving C. Miller
ASSISTANT AUDITOR ..... Eunice Weston
SECRETARY TO GEN. MGR. .... Eleanor Schadi

CIRCULATION & READERS' SERVICE

MANAGER ..... John P. Cosgrove
SUBSCRIPTION MANAGER ... Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Charles Harpold, Marilyn Peizer.

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8355.

Editorial

SENIOR EDITOR ..... Rufus Crater
BUREAU NEWS MANAGER .... Donald V. West
ASSOCIATE EDITOR ..... David W. Berlyn
N.Y. FEATURES EDITOR ... Rocco Famighetti
STAFF WRITERS: Richard Erickson, Mary Hurley, Benjamin Seff.

Business

SALES MANAGER ..... Winfield R. Levi
SALES SERVICE MGR. ... Eleanor R. Manning
EASTERN SALES MANAGER .. Kenneth Cowan
ADVERTISING ASSISTANT .... Donna Trolinger

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR ..... John Osbon
MIDWEST SALES MGR. .. Warren W. Middleton
ASSISTANT ..... Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR ..... Bruce Robertson
WESTERN SALES MANAGER ..... Bill Merritt
ASSISTANT ..... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: **BROADCASTING***—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

Number **THREE** *in a series . . .*

Masla Market facts

BATON ROUGE, Louisiana — Population 394,200

Factory shifts. 7 am - 3 pm; 3 pm - 11 pm
Office hours: 8 am - 4:30 pm
Peak traffic hours: 6:30 am - 8:30 am
3:30 pm - 5:30 pm
Evenings stores stay open: Monday, Thursday
Population growth: up 25% since 1950
Tourists: State capital. Over 120,000 visitors in 1958.
Industrial: Hub of one of the greatest petroleum and chemical plant concentrations in U. S.

FILE

WLCS

First in audience . . . every time period . . . all surveys: Metro Pulse (30% share); Area Pulse (27% share); Hooper (40% share).

NEW LONDON, Connecticut — Population 104,300

Factory shifts: 7:30 am - 4 pm
Office shifts: 8:30 am - 5 pm
Peak traffic hours: 7 am - 8:30 am; 4 pm - 6 pm
Peak shopping days: Thursday, Friday
Tourists: In July and August, population upped one-third by weekly and summer-long visitors.
Military: Home base and construction hub of America's Atomic Submarine Fleet. Over 10,000 naval personnel.

AND

WNLC

Latest Pulse (New London-Groton) proves WNLC first all day long with 32% audience share 6 am - 6 pm. Average rating 7 am - 9 am—11.1.

MIAMI, Florida — Population 859,000

Light industry shifts: 8 am - 4:30 pm
Office hours: 8:30 am - 6 pm
Peak traffic hours: 7 am - 9 am
4 pm - 6:30 pm
Peak shopping days: Monday, Friday, Saturday
Evenings stores stay open: Monday, Friday
Population growth: 1950 — 495,000
1958 — 859,000
Tourists: Miami's major "industry", with over 3,000,000 visitors each year.

CLIP

WKAT

Latest Pulse Cumulative Audience Study shows WKAT reaching 107,800 unduplicated homes weekly —proves WKAT Miami's top saturation buy!

FOR FURTHER FACTS ON THESE AND OTHER MASLA-REPRESENTED STATIONS, CONTACT

JACK MASLA & COMPANY, Inc.

Jack Masla, President
Clem O'Neill, Mgr. Midwest
40 East 49 St.
N.Y.C. 17
PLaza 3-8571
Dick Lawrence
Director
of Programming

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Masla Means Business

Before
you finish reading—
another will

die needlessly!

What WGN Radio is doing about it!

Over one hundred people every day are killed on our nation's highways. A death rate so alarming—that it has become one of the most pressing problems confronting our country. Top priority has been given to the President's highway program. Numerous road improvements have been enacted by the states. Police patrol has been extended to the maximum. But *still* the needless slaughter goes on!

In line with *doing something* to stem this terrible tide—WGN Radio conceived and instituted "Signal Ten"—a documentary radio program taken from on-the-spot tape recordings of State Police work. *Intense—instructive—penetrating*—"Signal Ten" dramatically portrays traffic violations and their impending dangers *as they actually occur.* And WGN Radio pinpointed the problem further by taking its own survey of traffic conditions before selecting the target areas for its programming. Then to broaden the scope of this much needed safety service, WGN Radio made "Signal Ten" available to 17 other midwestern radio stations.

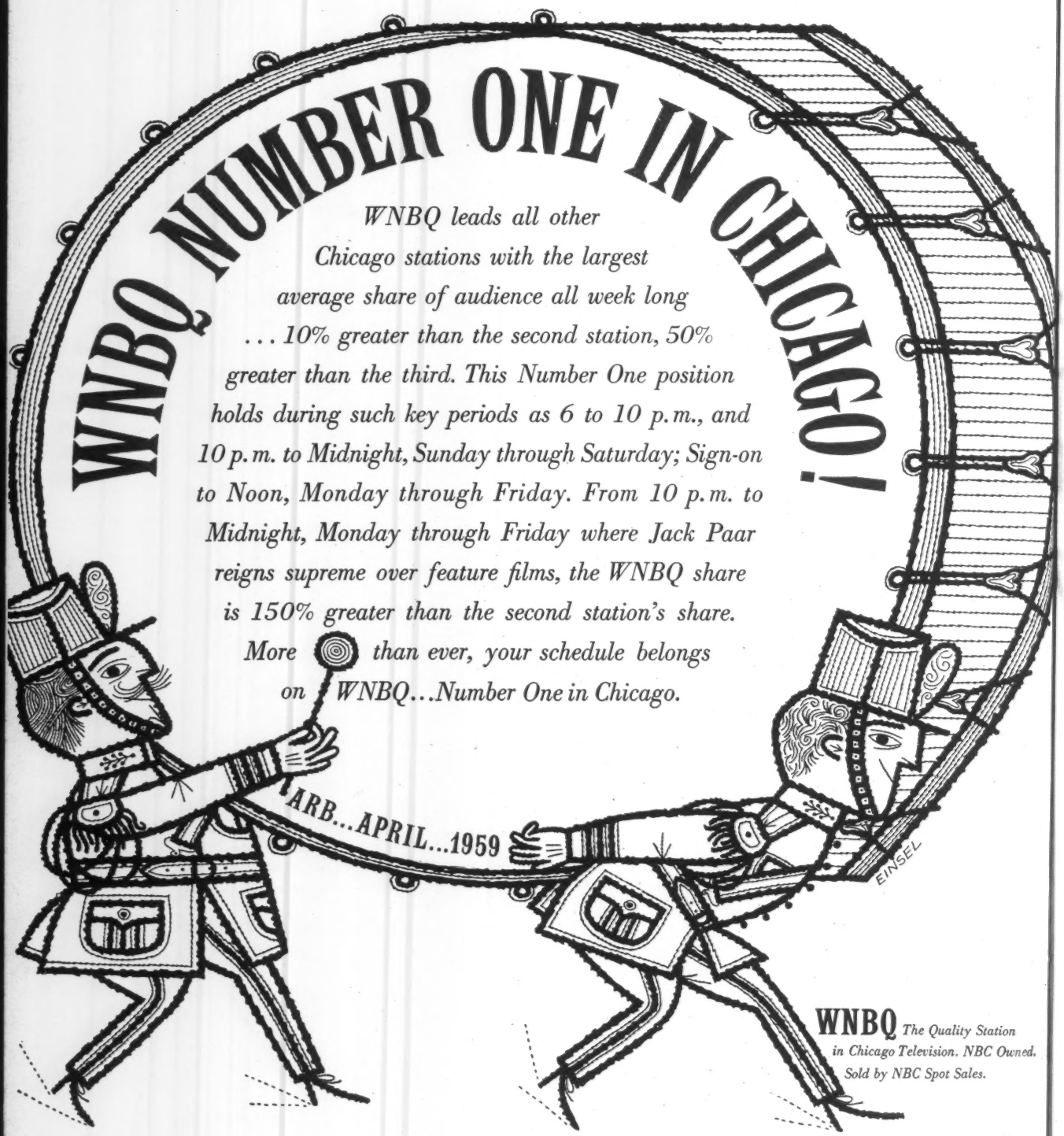
It is for this kind of sustained public service that WGN Radio was chosen as the *only* radio station over 1000 watts, to receive the coveted Alfred P. Sloan Award for promoting highway safety.

This, we believe, is an outstanding example of how WGN Radio is fulfilling its dedicated purpose of "Serving all Chicagoland" better.

WGN-RADIO

The greatest sound in radio

441 North Michigan Ave. · Chicago 11, Illinois


WNBQ NUMBER ONE IN CHICAGO!
WNBQ leads all other Chicago stations with the largest average share of audience all week long . . . 10% greater than the second station, 50% greater than the third. This Number One position holds during such key periods as 6 to 10 p.m., and 10 p.m. to Midnight, Sunday through Saturday; Sign-on to Noon, Monday through Friday. From 10 p.m. to Midnight, Monday through Friday where Jack Paar reigns supreme over feature films, the WNBQ share is 150% greater than the second station's share.
More than ever, your schedule belongs on WNBQ...Number One in Chicago.
ARB...APRIL...1959
EINSEL
WNBQ The Quality Station in Chicago Television. NBC Owned. Sold by NBC Spot Sales.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 25, 1959
Vol. 56 No. 21

ELECTRONIC BRAIN FOR TIMEBUYING

- **ARB is installing Univac system which can plot campaigns**
- **First step is fully national measurement of tv viewing**
- **Machine will make up whole schedules in minutes, ARB says**

Automated timebuying is on the way.

A new electronic information service that will automatically lay out a complete tv campaign is promised by American Research Bureau.

The speed of the newest Univac and an entirely new ARB diary service will be combined to "revolutionize timebuying," according to James W. Seiler, president of ARB.

"A new dimension—simultaneous, nationwide tv information—is being readied for Madison Avenue," he said.

By mid-August ARB will be shaking down its electronic brain. Starting in mid-October and running into November, ARB will measure viewing in all 3,074 U. S. counties plus Alaska and Hawaii. The result, according to ARB, will be the first complete measurement of U. S. television audience viewing ever made. It will be ready by yearend.

"This has never been done before, and it will fulfill the timebuyer's dream of a complete information service," Mr. Seiler said. "It will give timebuyers precise sets of facts to use in placing television advertising."

What will Univac do for the timebuyer?

"Ask it a timebuying question and Univac will have the answer in a few minutes," Mr. Seiler said.

"Take a specific case. An agency has $500,000 to spend on a national tv campaign for a soap account. It wants to cover 90% of the U. S. effectively. What stations will do the job?

"Tell Univac the amount of money, areas, type of people to be reached. Add availabilities that have been supplied plus costs.

"Then ask Univac for the best possible schedule.

"The answer will come in a few minutes."

All this is based on the new county-by-county service that ARB plans to conduct this fall, plus regular reports.

Along about Christmas, after Univac has been fed a million punch cards containing data from 100,000 separate diaries from every county, ARB will publish a book—a big book.

"Univac will print the first copy," Mr. Seiler said. "It will show the total homes delivered by each U. S. television station for every quarter-hour of the week. Open the book and it will show you what you can get for $100 at Casper, Wyo., or Burlington, Vt., or WCBS-TV New York.

"It puts every station in the country on exactly the same base measurement at the same time."

"Agencies will be able to buy spot tv on a completely logical basis."

But ARB has another and bigger idea, due in 1960. The report based on the initial nationwide sweep next fall will supply the first nationwide information for Univac. In the spring of 1960 a second nationwide sweep is planned. Then ARB can put together its two sweeps, add its other types of information obtained in metropolitan surveys, and show, among other things, the percentage of homes able to receive each tv station in each county plus homes that actually view each station, average daytime and evening audience, plus station metropolitan audiences.

"Will ARB's Univac service eliminate timebuyers?" Betty Coumbes, of the Grey Adv. Agency tv research department in New York, was asked.

"Not until they can make one that thinks," Miss Coumbes said. "It's still a machine. It will probably be a terrific step forward but it can't know all the intricate problems or the details of coverage or all the other things a timebuyer must know."

And Ernie Fanning, ARB business manager for diary surveys, added, "It

What agencies think about automation

The most-asked question as American Research Bureau prepares the first nationwide county-by-county tv coverage service: What do agencies think?

Plenty, judging by a spot check. Some reaction is favorable, some isn't, some is wait-and-see.

A quick summary of the check:

An excellent idea. It's impossible now to project ratings to a total area.

There's a bug—it can't break down the mixed-up viewing in fringe areas.

Fine, if it doesn't cost too much.

It won't work without station program logs and that would make the book so big it would be impractical to use and too expensive to produce.

Even if it does nothing more than show ratings in many unsurveyed markets it will be helpful.

Great idea, if the sample is big enough.

Let's see how they draw the sample and control the diaries.

This simply projects methods used in the past.

It will be a miracle, as ARB says, if it screens availabilities carefully and keeps step with program changes.

How about the total reach of a signal and the impact of programs?

How about daylight time, seasons, delayed broadcasts?

A boon to timebuyers.

It can't come too soon.

Celebrating..
100 YEARS
OF PROGRESS
MICHIGAN'S CAPITAL CITY
LANSING
1859 1959
MARCH, APRIL, MAY, JUNE
. . . served, since 1947, by
WILS
No. 1 station (C. E. Hooper) in a fast growing metropolitan market where 313,100 residents represent a $588,989,000 spendable income (SRDS)
CONTACT VENARD, RINTOUL AND McCONNELL, INC.
97
WILS
music news sports
5000 watts
LANSING, MICHIGAN

will make timebuyers more effective, showing the tv audience potential and audience delivered for every tv station with the county as the basic marketing unit."

Each county will be sampled separately by the ARB diary method. An expanded field staff of more than 3,000 will handle the local operations. The diaries will be mailed to ARB's Beltsville, Md., nerve center, out in a wooded area between Washington and Baltimore. A room is being prepared on the first floor for the device, an extremely compact version of the electronic brain due to use of transistors, magnetic coils and printed circuits.

The fast-growing executive crew has been indulging in statistical fantasies in anticipation of Univac's arrival and the first nationwide sweep. Stardust is shimmering on the long rows of files and shelves but the practical men of research have narrowed down their planning to a few pet projects that are about ready, many in the next year or two.

Here are some of the data delights ARB is contemplating for agencies:

- Fast, maybe overnight, answers to agencies wanting detailed data on market, station, audience, program, adjacency, time-period and audience composition.
- Total homes reached, county-by-county, by every program and spot broadcast by every station and network.
- Circulation of every newspaper and magazine on a county basis (maybe this year).
- Best-liked commercials and programs.
- What people think of programs.
- Spot monitoring.
- Tv viewing record for each individual in the family.
- Station image and loyalty studies.

All this is heady stuff, but ARB has been doing trial runs that show the information can be obtained.

Then it faces another problem each time a prototype is produced: Do enough people want to buy it?

At the moment ARB is concentrating on its new Univac, a magnetic amplifier solid-state computer. Remington Rand has automated its automator by inserting a flow-matic coding method, a sort of electronic shorthand that permits use of English language words and phrases to tell the machine what to do next. This eliminates a lot of training along with pre-sorting and pre-collating.

ARB is now surveying 185 markets with its standard monthly-periodical metropolitan reports (tv ratings). Last year it added the one-week, four-week service, a technique designed to prevent stations from "loading" their programming and promoting the audience to abnormal size during the known rating week. Composition of audience is shown but ARB is now including total homes reached by each program in every one of its 185 reports.

A new way of presenting this information is being considered, a formula that will show total audiences reached by every tv station by quarter-hours and days of week plus total circulation during the four-week period.

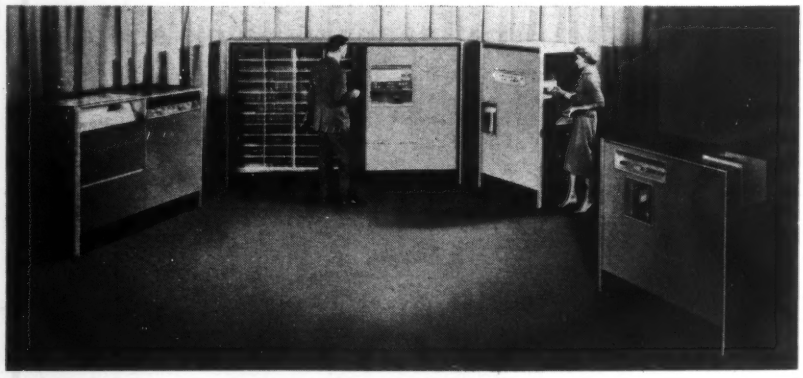
Then by yearend ARB will have the first nationwide county-by-county sweep showing what stations can be viewed and what stations are viewed.

"ARB is changing from a rating service based on reporting in individual metropolitan markets to a true nationwide service measuring the entire tv audience," Mr. Seiler said.

The new county-by-county figures will include viewing on community antenna systems, taking into account the switching of channels by these relay operators. A county will be credited to a station wherever viewing is found, this being construed as a demonstration that the signal is being delivered.

The problem looks simple—how to find out the number of viewers each station has in every county.

Simple, maybe, but it's never been done, ARB reminds.



ELECTRONIC BRAIN TO AID TV TIMEBUYING
American Research Bureau installing this new model Univac

...ON THE BILLION DOLLAR "KEY TO THE SEA" MARKET!

With the completion of the St. Lawrence Seaway, Toledo is on the threshold of becoming a seaport of international proportions—right now it is the **world's largest coal port!** Already a billion-dollar market with a per household income **national ranking of 14,** Toledo is on the move—up. Your sales can move with it.

Doesn't it make advertising sense to zero in on this growing industrial market, with the radio station that has a larger audience than all other Toledo stations combined?

WSPD Radio says it does — **and can prove it!** Ask your Katz man.

"Famous on the local scene"

WSPD SPEEDY

NBC RADIO *in* **TOLEDO**

Storer Radio — Storer Broadcasting Company

WSPD Toledo · WJW Cleveland · WJBK Detroit · WIBG Philadelphia · WWVA Wheeling · WGBS Miami

WHO BUYS NATIONAL TELEVISION?

Groceries account for 22.5% of all network-spot money in 1958

Is it the same type of advertiser year in and year out that uses tv nationally?

Television Bureau of Advertising today (May 25) is releasing a set of figures which point up a preponderance of advertiser types, more than 125 different classifications in 32 categories using the medium last year.

Among the stabilizers in national tv gross billing, foods and cosmetics-toiletries were strongest. Of the more than $1 billion invested at gross rates by national tv advertisers in 1958, food and grocery products ($243.5 million) supplied about 22.5% and cosmetics-toiletries ($126.1 million) some 11.6% of the whole pie.

The statistics were released by TvB as the bureau completed a compilation of combined network and spot tv expenditures in 1958 by product classification and by advertiser. This was a first-time annual tabulation of this kind.

Similar Definitions • The sum totaling is now possible because N.C. Rorabaugh which tabulates spot tv expenditures and Leading National Advertisers Broadcast Advertiser Reports which compile network tv expenditures use similar product category definitions. (Before 1958, network tabulations were prepared by Publishers Information Bureau.)

Procter & Gamble Co., last year's leader in spot and network, obviously led the top 100 national tv advertisers with $84,471,710 more than $33.8 million of this amount in spot and over $50.6 million in network. P&G alone invested more than the total billing chalked up by the entire automotive product category ($58.8 million-plus) or household laundry product advertisers (over $76.2 million) and nearly to the level of tobacco advertisers ($93.4 million range) and drug products ($98.2 million range).

Network or Spot • The combined tabulation also permits zeroing-in on which way a national advertiser is oriented, that is mostly network or spot.

P&G, Lever and Colgate among many are heavy in both. Others such as American Home Products, the big auto manufacturers (General Motors, Ford and Chrysler), Pharmaceuticals, Revlon and RCA show up as heavyweights in network but featherweights in spot.

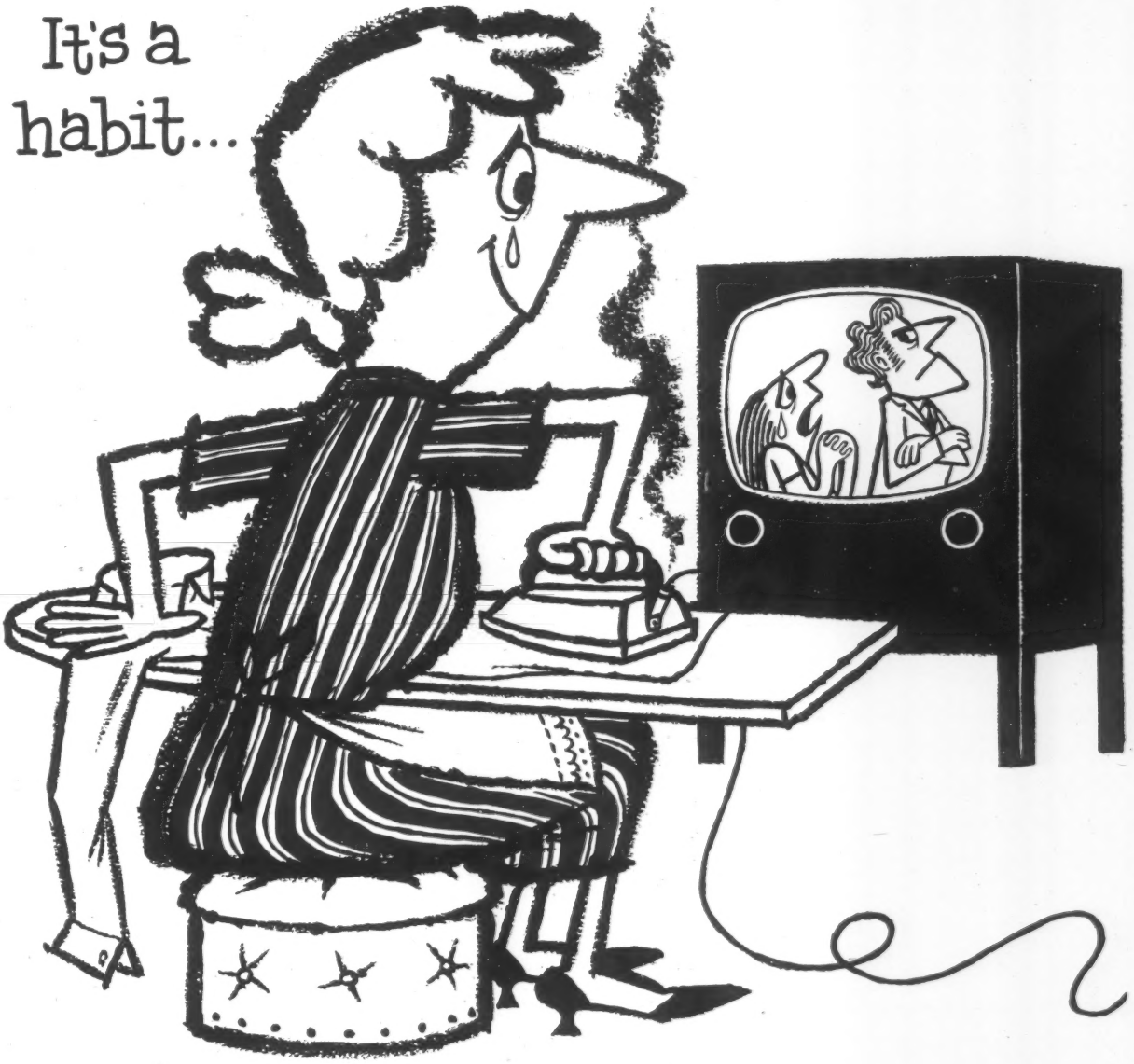
In reverse, the spot bulges with little or no network expenditure are provided by such advertisers as Adell Chemical Co. (Lestoil detergent), Continental Baking Co., International Latex Corp. (both purchases and barter), Coca-Cola Co. and its bottlers (no network through Coca-Cola is in network this year) and Pepsi Cola Co. and its bottlers.

The full compilation:

Top 100 Tv Advertisers—1958 Network—LNA-BAR, Spot—N. C. Rorabaugh
Gross Time Cost Only

	Total Tv	Spot Tv	Network Tv
1. Procter & Gamble	$84,471,710	$33,833,060	$50,638,650
2. Lever Brothers	38,537,230	16,578,860	21,958,370
3. Colgate-Palmolive	33,855,990	10,998,490	22,857,500
4. General Foods	31,753,900	11,020,780	20,733,120
5. American Home Products	27,783,360	7,275,680	20,507,680
6. General Motors Corp.	22,115,440	1,522,070	20,593,370
7. Bristol-Myers Co.	18,918,690	2,845,890	16,072,800
8. R. J. Reynolds Tobacco	18,436,470	2,434,260	16,002,210
9. Gillette	18,076,740	1,944,380	16,132,360
10. Brown & Williamson Tobacco	17,664,000	9,413,530	8,250,470
11. P. Lorillard	16,508,680	6,717,450	9,791,230
12. Chrysler Corp.	14,732,210	390,740	14,341,470
13. American Tobacco	14,270,330	3,018,150	11,252,180
14. General Mills	13,777,090	2,986,970	10,790,120
15. Ford Motor Co.	13,601,550	1,041,430	12,561,120
16. Sterling Drug	13,565,080	3,645,220	9,919,860
17. Kellogg Co.	12,840,330	2,549,440	10,290,890
18. Liggett & Myers	12,715,810	1,865,830	10,849,980
19. Miles Labs	12,681,340	7,895,950	4,785,390
20. Adell Chemical Co.	12,339,090	12,339,090	—
21. Warner-Lambert Pharma.	11,725,590	8,832,990	2,892,600
22. Standard Brands	10,513,270	4,368,290	6,144,980
23. Pharmaceuticals	10,376,000	202,440	10,173,560
24. Continental Baking	9,964,170	9,223,910	740,260
25. Philip Morris	9,033,720	4,066,710	4,967,010
26. Corn Products	8,119,030	3,191,790	4,927,240
27. National Dairy Products	7,672,430	962,920	6,709,510
28. National Biscuit	7,619,780	4,022,960	3,596,820
29. Carter Products	7,542,400	5,202,300	2,340,100
30. Revlon	7,156,890	847,850	6,309,040
31. S. C. Johnson & Son	7,055,840	1,813,560	5,242,280
32. Radio Corp. of America	6,458,130	—	6,458,130
33. Quaker Oats	6,373,420	1,679,690	4,693,730
34. Eastman Kodak	6,194,880	257,520	5,937,360
35. Pillsbury Mills	5,730,740	525,160	5,205,580
36. General Electric	5,687,210	391,210	5,296,000
37. International Latex	5,678,510	5,678,510	—
38. American Chicle	5,324,670	2,355,040	2,969,630
39. Nestle Co.	5,219,220	1,681,800	3,537,420
40. Westinghouse Electric	4,724,610	85,380	4,639,230
41. Texize Chemical Co.	4,704,170	4,704,170	—
42. Chesebrough-Ponds	4,689,770	1,591,690	3,098,080
43. Campbell Soup Co.	4,506,260	272,520	4,233,740
44. Jos. E. Schlitz Brewing	4,503,060	1,778,680	2,724,380
45. Armour & Co.	4,271,090	738,350	3,532,740
46. Swift & Co.	4,163,240	1,209,590	2,953,650
47. Robert Hall Clothes	3,993,850	3,993,850	—
48. Scott Paper Co.	3,906,370	488,270	3,418,100
49. Prudential Ins. Co. of Amer.	3,849,960	22,200	3,826,760
50. Ralston Purina	3,753,550	377,510	3,376,040
51. Coca-Cola Co./Bottlers	3,699,270	3,699,270	—
52. Helene Curtis Industries	3,690,720	752,240	2,938,480
53. The Borden Co.	3,611,570	1,750,940	1,860,630
54. Bulova Watch	3,523,280	1,856,220	1,667,060
55. Kaiser Industries	3,470,310	83,040	3,387,270
56. E. I. Du Pont de Nemours	3,406,320	645,290	2,671,030
57. Carnation Co.	3,391,110	729,860	2,661,250
58. Shell Oil Co.	3,272,410	3,272,410	—
59. Food Manufacturers Inc.	3,259,850	3,259,850	—
60. Falstaff Brewing	3,258,800	2,288,920	969,880
61. Pepsi Cola Co./Bott'ers	3,163,040	3,163,040	—
62. Andrew Jergens Co.	3,153,280	3,153,280	—
63. Kimberly-Clark	3,105,820	139,050	2,966,770
64. United States Steel	3,086,950	—	3,086,950
65. Anheuser-Busch	3,058,690	3,058,690	—
66. Max Factor & Co.	3,004,970	1,309,360	1,695,610
67. J. A. Folger & Co.	2,975,260	2,975,260	—
68. Block Drug	2,890,450	1,533,210	1,357,240
69. Sperry Rand Corp.	2,888,150	85,940	2,802,210
70. Charles Antell	2,866,820	2,866,820	—
71. Pabst Brewing	2,836,100	2,836,100	—
72. Avon Products	2,770,420	2,770,420	—
73. Armstrong Cork	2,764,450	—	2,764,450
74. Vick Chemical	2,727,510	2,216,890	510,620
75. Alberto-Culver	2,682,710	1,247,830	1,434,880
76. Sylvania Electric Prods.	2,680,950	83,940	2,597,010
77. Johnson & Johnson	2,618,690	157,660	2,461,030
78. Beech-Nut Life Savers	2,597,940	121,760	2,476,180
79. Hazel Bishop	2,589,170	476,580	2,112,590
80. Standard Oil Co. of Ind.	2,546,620	1,961,290	585,330
81. Schick	2,515,290	777,550	1,737,740
82. Gulf Oil	2,465,030	1,916,020	549,010
83. The Mennen Co.	2,459,930	79,200	2,380,730
84. Marathon Corp.	2,434,000	2,434,000	—
85. Esso Standard Oil Co.	2,383,490	2,383,490	—
86. Reynolds Metals Co.	2,379,860	21,010	2,358,850

It's a habit...



watching KMJ-TV in FRESNO (California)

LEADS IN NEW RATINGS

KMJ-TV has more quarter-hour wins during total rated time periods

58% more than second station
42% more than third station

KMJ-TV has more quarter-hour wins Monday through Friday - daytime

156% more than second station
229% more than third station

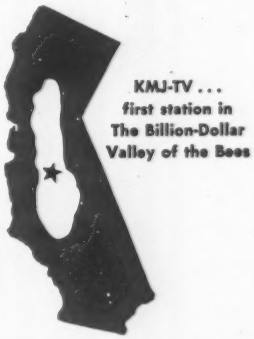
KMJ-TV Movie Matinee has 54% more audience than any other weekday movie

KMJ-TV also has top-rated late movies

Data source: ARB four-week survey, Fresno Metropolitan Area, Jan. 19 — Feb. 15, 1959.

•

All quarter-hour figures shown taken during periods when KMJ-TV and at least one other Fresno station were on the air.



KMJ-TV . . . first station in The Billion-Dollar Valley of the Bees

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

	Total Tv	Spot Tv	Network Tv
87. Sears, Roebuck & Co.	$2,317,960	$765,830	$1,552,130
88. Atlantis Sales Corp.	2,265,080	942,090	1,322,990
89. Pet Milk Co.	2,233,340	22,250	2,211,090
90. Singer Mfg. Co.	2,225,090	—	2,225,090
91. Drug Research Corp.	2,144,050	2,144,050	—
92. Associated Products	2,115,630	738,290	1,377,340
93. William Wrigley Jr. Co.	2,071,990	2,071,990	—
94. Theo. Hamm Brewing Co.	2,056,660	1,690,180	366,480
95. Wildroot Co.	2,032,480	523,310	1,509,170
96. H. J. Heinz Co.	2,002,570	1,207,050	795,520
97. Greyhound Corp.	1,993,880	360,060	1,633,820
98. Salada-Shirriff-Horsey	1,991,060	1,991,060	—
99. U.S. Borax & Chemical Co.	1,988,690	1,988,690	—
100. Seven-Up Co./Bottlers	1,970,390	602,110	1,368,280

Estimated Expenditures By Product Classifications
Network & Spot—January-December 1958

	Total Tv	Spot Tv	Network Tv
AGRICULTURE	$ 1,378,154	$ 1,350,000	$ 28,154
Feeds, Meals	774,154	746,000	28,154
Miscellaneous	604,000	604,000	—
ALE, BEER & WINE	50,502,987	44,214,000	6,288,987
Beer & Ale	46,172,656	40,299,000	5,873,656
Wine	4,330,331	3,915,000	415,331
AMUSEMENTS, ENTERTAINMENT	771,616	559,000	212,616
AUTOMOTIVE	58,840,855	7,376,000	51,464,855
Anti-Freeze	1,170,251	112,000	1,058,251
Batteries	884,984	131,000	753,984
Cars	46,119,575	4,134,000	41,985,575
Tires & Tubes	4,112,266	1,554,000	2,558,266
Trucks & Trailers	2,354,178	132,000	2,222,178
Miscellaneous Accessories & Supplies	2,583,525	1,313,000	1,270,525
Automotive Institutional	1,616,076	—	1,616,076
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	17,675,494	2,789,000	14,886,494
Fixtures, Plumbing, Supplies	562,000	562,000	—
Materials	3,623,716	656,000	2,967,716
Paints	2,792,760	1,185,000	1,607,760
Power Tools	275,996	59,000	216,996
Miscellaneous	452,903	327,000	125,903
Industrial Materials Institutional	9,968,119	—	9,968,119
CHEMICALS INSTITUTIONAL	404,969	—	404,969
CLOTHING, FURNISHINGS, ACCESSORIES	17,215,439	13,241,000	3,974,439
Clothing	13,793,587	11,269,000	2,524,587
Footwear	2,694,327	1,445,000	1,249,327
Hosiery	556,499	497,000	59,499
Miscellaneous	171,026	30,000	141,026
CONFECTIONS & SOFT DRINKS	40,254,724	28,237,000	12,017,724
Confections	21,191,973	12,039,000	9,152,973
Soft Drinks	19,062,751	16,198,000	2,864,751
CONSUMER SERVICES	26,325,054	14,605,000	11,720,054
Dry Cleaning & Laundries	81,000	81,000	—
Financial	2,298,209	2,181,000	117,209
Insurance	9,717,696	2,773,000	6,944,696
Medical & Dental	151,000	151,000	—
Moving, Hauling, Storage	317,000	317,000	—
Public Utilities	9,838,706	7,099,000	2,739,706
Religious, Political, Union	2,302,089	1,224,000	1,078,089
Schools & Colleges	135,000	135,000	—
Miscellaneous Services	1,484,354	644,000	840,354
COSMETICS & TOILETRIES	126,107,799	46,749,000	79,358,799
Cosmetics	14,291,147	8,133,000	6,158,147
Deodorants	10,393,933	3,426,000	6,967,933
Depilatories	365,560	295,000	70,560
Hair Tonics & Shampoos	25,099,209	8,674,000	16,425,209
Hand & Face Creams, Lotions	6,634,264	2,813,000	3,821,264
Home Permanents & Coloring	19,399,683	5,890,000	13,509,683
Perfumes, Toilet Waters, etc.	2,191,874	1,704,000	487,874
Razors, Blades	10,523,583	1,904,000	8,619,583
Shaving Creams, Lotions, etc.	7,397,084	1,694,000	5,703,084
Toilet Soaps	26,257,410	10,744,000	15,513,410
Miscellaneous	3,554,052	1,472,000	2,082,052
DENTAL PRODUCTS	34,330,671	14,467,000	19,863,671
Dentifrices	29,026,972	11,132,000	17,894,972
Mouth Washes	3,631,484	2,455,000	1,176,484
Miscellaneous	1,672,215	880,000	792,215
DRUG PRODUCTS	98,224,639	44,626,000	53,598,639
Cold Remedies	20,347,749	12,863,000	7,484,749
Headache Remedies	28,592,976	7,792,000	20,800,976
Indigestion Remedies	14,925,100	8,988,000	5,937,100
Laxatives	8,510,764	3,082,000	5,428,764
Vitamins	8,654,652	2,825,000	5,829,652
Weight Aids	2,199,936	1,917,000	282,936
Miscellaneous	14,115,792	6,285,000	7,830,792
Drug Stores	877,670	874,000	3,670
FOOD & GROCERY PRODUCTS	243,515,420	135,687,000	107,828,420
Baked Goods	30,600,235	26,469,000	4,131,235
Cereals	38,943,194	11,552,000	27,391,194
Coffee, Tea & Food Drinks	$49,040,909	$32,140,000	$16,900,909
Condiments, Sauces, Appetizers	9,521,787	5,515,000	4,006,787
Dairy Products	19,639,043	7,853,000	11,786,043
Desserts	6,646,848	2,023,000	4,623,848
Dry Foods (Flour, Mixes, Rice, etc.)	20,544,486	8,314,000	12,230,486
Fruits & Vegetables, Juices	17,818,420	9,429,000	8,389,420
Macaroni, Noodles, Chili, etc.	2,984,184	1,934,000	1,050,184
Margarine, Shortenings	12,691,659	6,673,000	6,018,659
Meat, Poultry & Fish	9,973,214	6,366,000	3,607,214
Soups	4,107,958	461,000	3,646,958
Miscellaneous Foods	10,040,510	6,420,000	3,620,510
Miscellaneous Frozen Foods	1,878,973	1,454,000	424,973
Food Stores	9,084,000	9,084,000	—
GARDEN SUPPLIES & EQUIPMENT	880,638	661,000	219,638
GASOLINE & LUBRICANTS	27,979,209	24,479,000	3,500,209
Gasoline & Oil	26,911,209	23,411,000	3,500,209
Oil Additives	858,000	858,000	—
Miscellaneous	210,000	210,000	—
HOTELS, RESORTS, RESTAURANTS	521,705	423,000	98,705
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	46,098,594	29,650,000	16,448,594
Cleaners, Cleansers	31,581,550	24,051,000	7,530,550
Floor & Furniture Polishes, Waxes	9,097,030	4,146,000	4,951,030
Glass Cleaners	1,883,042	392,000	1,491,042
Home Dry Cleaners	1,001,519	405,000	596,519
Shoe Polish	1,456,653	148,000	1,308,653
Miscellaneous Cleaners	1,078,800	508,000	570,800
HOUSEHOLD EQUIPMENT—APPLIANCES	18,996,479	4,621,000	14,375,479
HOUSEHOLD FURNISHINGS	5,353,509	2,926,000	2,427,509
Beds, Mattresses, Springs	1,807,881	1,671,000	136,881
Furniture & Other Furnishings	3,545,628	1,255,000	2,290,628
HOUSEHOLD LAUNDRY PRODUCTS	76,237,980	29,940,000	46,297,980
Bleaches, Starches	6,648,628	4,814,000	1,834,628
Packaged Soaps, Detergents	67,510,561	23,217,000	44,293,561
Miscellaneous	2,078,791	1,909,000	169,791
HOUSEHOLD PAPER PRODUCTS	15,153,884	5,163,000	9,990,884
Cleansing Tissues	2,170,063	1,411,000	759,063
Food Wraps	4,970,803	1,417,000	3,553,803
Napkins	1,914,937	347,000	1,567,937
Toilet Tissue	3,558,086	755,000	2,803,086
Miscellaneous	2,539,995	1,233,000	1,306,995
HOUSEHOLD GENERAL	10,257,185	4,101,000	6,156,185
Brooms, Brushes, Mops, etc.	524,372	430,000	94,372
China, Glassware, Crockery, Containers	1,456,429	356,000	1,100,429
Disinfectants, Deodorizers	3,599,480	1,090,000	2,509,480
Fuels (Heating, etc.)	488,000	488,000	—
Insecticides, Rodenticides	2,143,821	821,000	1,322,821
Kitchen Utensils	272,362	89,000	183,362
Miscellaneous	1,772,721	827,000	945,721
NOTIONS	415,720	384,000	31,720
PET PRODUCTS	11,665,699	4,411,000	7,254,699
PUBLICATIONS	1,559,069	757,000	802,069
SPORTING GOODS, BICYCLES, TOYS	5,209,243	3,045,000	2,164,243
Bicycles & Supplies	335,905	35,000	300,905
Toys & Games	3,497,873	2,819,000	678,873
Miscellaneous	1,375,465	191,000	1,184,465
STATIONERY, OFFICE EQUIPMENT	2,834,817	149,000	2,685,817
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	11,495,606	1,501,000	9,994,606
Antennas	163,844	108,000	55,844
Radio & Television Sets	6,245,688	208,000	6,037,688
Records	1,732,149	750,000	982,149
Miscellaneous	3,353,925	435,000	2,918,925
TOBACCO PRODUCTS & SUPPLIES	93,443,822	31,119,000	62,324,822
Cigarettes	89,248,461	28,164,000	61,084,461
Cigars, Pipe Tobacco	3,413,776	2,562,000	851,776
Miscellaneous	781,585	393,000	388,585
TRANSPORTATION & TRAVEL	5,641,358	2,937,000	2,704,358
Air	2,471,600	1,469,000	1,002,600
Bus	2,125,111	666,000	1,459,111
Rail	702,000	702,000	—
Miscellaneous	342,647	100,000	242,647
WATCHES, JEWELRY, CAMERAS	20,550,151	4,459,000	16,091,151
Cameras, Accessories, Supplies	9,177,184	290,000	8,887,184
Clocks & Watches	5,064,188	1,925,000	3,139,188
Jewelry	413,794	160,000	253,794
Pens & Pencils	4,918,875	1,988,000	2,930,875
Miscellaneous	976,110	96,000	880,110
MISCELLANEOUS	8,517,912	7,144,000	1,373,912
Trading Stamps	892,000	892,000	—
Miscellaneous Products	4,133,912	2,760,000	1,373,912
Miscellaneous Stores	3,492,000	3,492,000	—
TOTAL	$1,078,360,401	$511,770,000	$566,590,401

BEST SALESMAN
FC&B exec tells SCBA radio story with moral

"Your medium—radio—must be its own best salesman," William Monroe, vice president and west coast director of marketing services for Foote, Cone & Belding, told the Southern California Broadcasters Assn. Thursday (May 21).

Speaking on "Case Histories in Radio," Mr. Monroe reviewed two experiences with radio he had during his years as an agency marketing director in New York before moving to the Pacific Coast early this year. In both instances, the decision to use radio came from within; no one involved in the decision had been sold radio, he stated, adding that in seven years in New York he never received a call from a radio representative.

The Coca-Cola bottler in New York for some years had put most of his advertising budget of about $2.5 million into tv and at a meeting some two years ago the agency recommended a continuation of that formula, which had kept Coca-Cola sales at about the same volume right along. The client listened, said, "You're the experts and you're probably right, but I baby sit with my grandchildren a lot and they listen to the radio, so I do too. How about using some radio for Coca-Cola?"

About a week later, the head of the agency's creative department auditioned a jingle whose message was that Coca-Cola is for live people and if you're live you ought to drink it. The jingle was produced in various tempos from rock-and-roll to schmaltz, Mr. Monroe reported, and the agency bought $1 million worth of radio time on all types of stations. Ten days after the radio campaign started they made a survey, found they had driven the Coca-Cola message home to 85% of their prospects in the market.

Statistical impossibility • "Statistics can prove that this is impossible," Mr. Monroe stated, "not that many people listen to the radio. Ten days is not enough time. New York has too many diverse national groups. And so on and so on. But at the end of the year the sales curve was up and last year the whole appropriation for Coca-Cola in New York went into radio."

Another client, Mr. Monroe went on, had a different problem. He wanted to convince the designers of automobiles that the chrome they add to the cars to accentuate their appearance should be made of his product, nickel. But to tell the artists who design the new cars about nickel, he had to reach them and this couldn't be done. They work alone and their employers take great pains to see that their privacy is not invaded.

"Then some creative person had an idea," Mr. Monroe related. "These designers work in Detroit. They drive to and from work in their cars. Being intellectually curious, they probably listen to the news as they drive. So we bought time adjacent to the news and subsequently found the designers had in fact learned about the advantages of nickel chrome," Mr. Monroe reported.

Anyone who has children, anyone who drives an automobile, is a radio listener, Mr. Monroe pointed out. So he knows about radio, even if the medium's salesmen don't tell him.

Convention grind

Advertising Federation of America conventioneers will be able to clear their heads for the organization's Minneapolis gathering (June 7-10) on a four-day luxury fishing excursion at the Minnesota-Canada border. The pre-convention stag party (June 3-6) will take place aboard floating lodges complete with cook, tackle, small boats, etc. Total cost, including flight from Minneapolis to fishing site: $110 per man. (For the more conservative family man, post-convention vacations in the area have been worked out by the AFA host committee.)

PREVIEW

Television time signal • Southern California viewers are being provided the exact time by the Squirt Bottling Company of Los Angeles as a result of a newly perfected watch movement that fits into a late model Baloptican machine. A minimum of 25 such time signals, each five seconds in length, are weekly being delivered during prime time on KTTV (TV) by Squirt. Viewers can see the exact second (up to a fifth of a second) on the clock face that has been engraved on a steel Baloptican plate. Arrangements for the Squirt sponsored time signals on ch. 11 were set by Hugh McKellar (r), advertising director of the Squirt Company, through Honig, Cooper, Harrington & Miner. With Mr. McKellar around the Baloptican: Al Bowen (l), KTTV production manager, and Jerry Simmonds (c), station account executive.

Petry cites spot tv fast growth in 1958

A step-up in spot television spending in 1958 is pointed up in a presentation released last week by the television division of Edward Petry & Co., station representative. Titled "The $511,740,000 Vote of Confidence," it cites figures compiled by N.C. Rorabaugh Co. for TvB to show that while total advertising expenditures dropped last year, and all other major advertising media except network tv lost ground, spot tv gained at a faster clip in 1957.

The presentation points out that despite the recessive economy of 1958, "Advertisers, led by many of the nation's giants, swung sharply to spot television, expanding their investment past the half-billion mark to a new high of $511,749,000." Where network tv expenditures gained 9% (to $566.5 million), the presentation continues, spot tv spending gained 14% (to $511.7 million)—this when total advertising expenditures were down $110 million from 1957's all-time high of $10.3 billion.

Among those cited as leading spot growth are Procter & Gamble, Lever Bros., Colgate-Palmolive, American Home Products, P. Lorillard, Standard Brands and General Mills.

ANA CONCENTRATES ON TELEVISION

Advertising contributions to management highlights panels

Television got the lion's share of attention at last week's Assn. of National Advertisers' golden anniversary spring meeting in Chicago—and most of it was highly favorable.

Some 600 delegates took an introspective look at advertising's image in the national economy, in management and among its critics and also its success stories, some of them through utilization of the televison medium.

Supplementing tv case histories was a stout defense of the medium itself from Douglas L. Smith, advertising and merchandising manager of S. C. Johnson & Son. He scored tv's detractors among newspaper columnists and media salesmen (story page 44) while supplying a case history of how tv helped move Johnson wax products in Lexington, Ky.

Among other topics explored during the three-day (May 20-22) spring convention at the Edgewater Beach Hotel were new advertising and merchandising techniques; effective advertising management practices, including a reappraisal of the ad manager's responsibilities and agency-client relations; small agency and advertiser successes; advertising's influence in the national economy; marketing aspects, and advertising's critics.

Appearing at the same Wednesday session with Mr. Smith were Philip Kelly, vice president of Lynn Baker Inc., who recited case histories involving small clients and agencies (see page 42) and Edward Fredericks, vice president of marketing-sales, Rubbermaid Inc. Their talks followed a panel session on substituting advertising for "declining salesmanship."

Ford Measurement • Robert J. Eggert, marketing research manager of Ford Motor Co., noted his management is "constantly insisting on our measuring the effectiveness of advertising in terms of the additional sales produced." Among the usual questions: "(1) What messages are most effective in selling a car? (2) What medium or combination of media does the best sales job at the lowest cost? (3) Should we spend more or less total dollars? In a normal year Ford spends in excess of $100 million for its advertising and promotional programs. Should it be $120 million—or should it be $80 million?"

Mr. Eggert cited seven important problem areas in which answers are needed about any medium—the ability to reach households in the market for a new car the next six months; whether the key individual is exposed to the commercial or advertisement; ability of the medium and message to make an "initial conscious impression;" impact of the message; ability to change the potential buyer's intention to buy a specific make; ability to get action, and lastly: "How many additional sales are actually made as a result of the medium and the message performing each of the previous six tasks?" Management wants "comprehensive and accurate answers" to these problems, he pointed out.

Mr. Eggert predicted that in the 1960's there will be "some substantial breakthroughs in our ability to apply an effective yardstick to the complicated problem of appraising advertising results."

Taking part in a Wednesday afternoon closed management meeting were Donald S. Frost, vice president in charge of advertising of Bristol-Myers Co. and chairman of ANA's advertising management committee; George Frost, vice president and marketing manager, Cannon Mills; Tad Jeffery, vice president and advertising director, Bulova Watch Co.; Robert G. Stolz, advertising and sales promotion director, Brown Shoe Co., and Robert M. Gray, manager of advertising-sales promotion department, Esso Standard Oil Co. They discussed ad manager responsibilities, management of advertising for maximum contribution to profits; better client-agency communications, and other topics.

Key Contribution • Mr. Jeffrey told the delegates that more "creative efficiency" is the key to a maximum media contribution to corporate profits. "If there is any laxity in top management's attitude toward the advertising function or of the importance of its role in marketing, the fault may well be ours and ours alone," he said. "There is no place for mediocrity in advertising today."

Advertising in the American economy was explored Thursday morning by Henry Schachte, executive vice president of Lever Bros. Co. and ANA board chairman. He suggested advertising is impaled on a four-horn dilemma: (1) its practitioners may "default the new and vital opportunity" to properly conduct their business to satisfy management; (2) it may not "correct its degenerating stature with the public, thus diminishing its own power, and opening the floodgates of regulation and control"; (3) government may provide that regulation and its counterpart, taxation, and (4) a combination of such developments "may further sap the limp remains of the adman's personal reputation."

What are the components of poor public relations, a "poor public image of advertising?," Mr. Schachte asked. He described them as failure to understand advertising's economic contributions, the "innate dislike of being sold," the "distrust or dislike" by some public segments for certain type products, the "huckster" or gray flannel image, and advertising abuses.

The same tools used to sell public service projects when utilized to stimulate production and expand the economy incur the label "hucksters." Mr. Schachte observed. "And when we are to offer these same tools to help a would-be political candidate get elected, Madison Avenue, we read, is trying to sell politicians like bars of soap," he chided. "Anybody who has ever tried to sell a really bum bar of soap knows that no advertising is that powerful."

Management Orientation • ANA will continue to emphasize management orientation to the advertising job, Mr. Schachte reported. To that end, Donald Frost, in his capacity as head of the ANA advertising management group, reported on the association's new "Project X" campaign, designed to bridge the gap between management and advertising. He explained ANA wants to find a way to help manage-

ARB

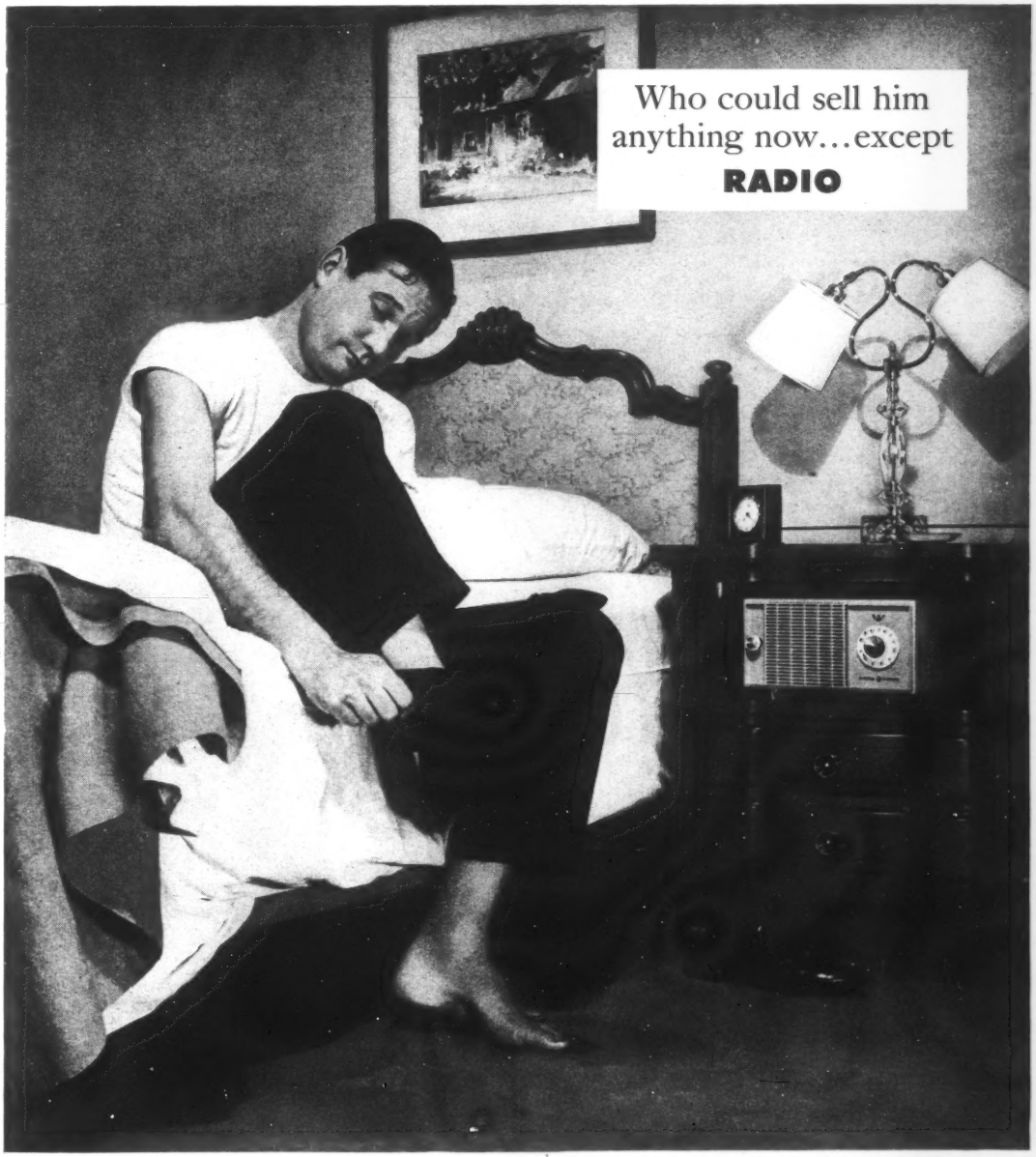
ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 14	Playhouse 90 (9:30 p.m.)	CBS-TV	21.6
Fri., May 15	77 Sunset Strip (9:30 p.m.)	ABC-TV	20.7
Sat., May 16	Gunsmoke (10 p.m.)	CBS-TV	29.1
Sun., May 17	Dinah Shore (9 p.m.)	NBC-TV	22.3
Mon., May 18	Ann Sothern (9:30 p.m.)	CBS-TV	22.1
Tue., May 19	Red Skelton (9:30 p.m.)	CBS-TV	22.5
Wed., May 20	Wagon Train (7:30 p.m.)	NBC-TV	23.1

Copyright 1959 American Research Bureau

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

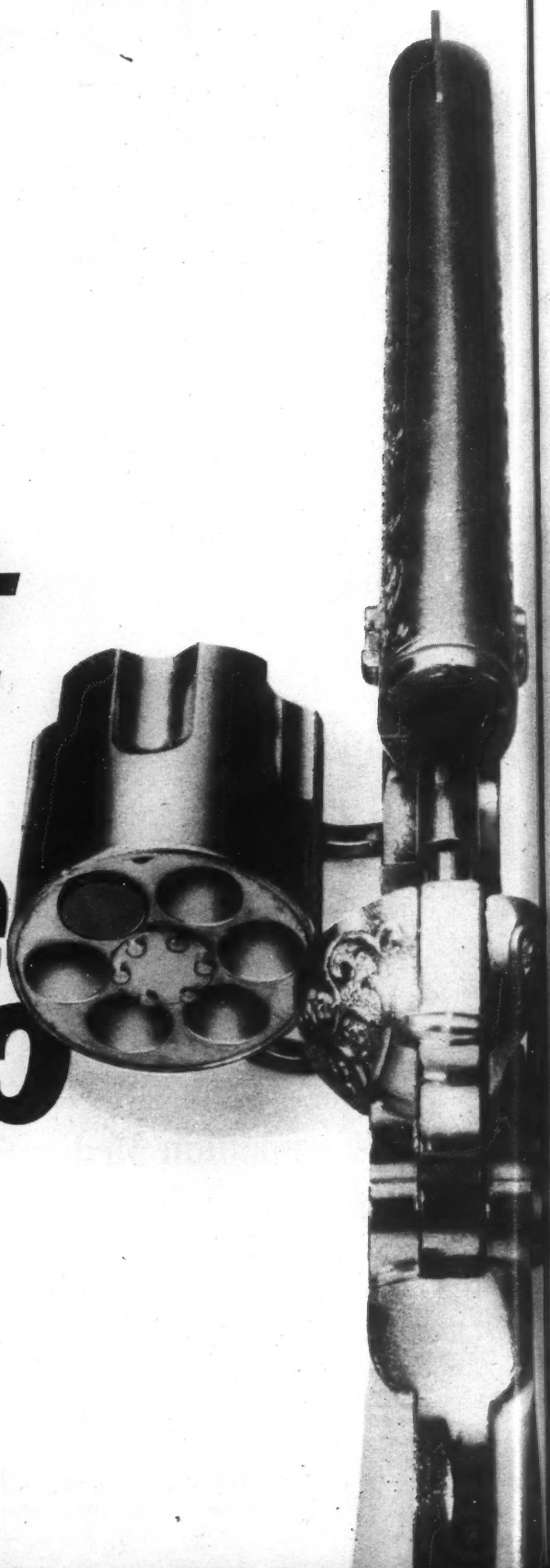
The "Companion Medium" is Greater than ever ...but there's a Growing Difference between Stations!

Radio reaches customers where no other medium can make contact. It talks to people persuasively and repeatedly . . . reaching huge masses most economically. These are the basic benefits of all radio. But there are important differences between stations. Particularly, there is a growing difference between *ordinary* and *great* radio stations. The great station stands out clearly in most major markets. It is distinguished by substantial investment in top facilities and personnel . . . by expert programming to cover the full range of listener interest . . . by features thoughtfully produced, professionally presented. Its responsible management permits no carnival gimmicks, shoddy giveaways or questionable advertising. Great stations amass huge audiences, earning the confidence of the community for themselves and for their advertisers. The stations listed here are the *great* stations in 18 important markets. Their coverage is so efficient that you need add only 30 selected stations out of the more than 3,000 now broadcasting, to achieve effective nationwide reach. This total of 48 constitutes "The Nation's Voice." The strategy of concentrating on these leadership stations is the way to realize the full power of "the companion medium . . ." the way to put all of radio's vitality to work on your sales problems. For complete information, including data developed by Alfred Politz Research, call any Christal office.

HENRY I. CHRISTAL CO., INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

what are the odds?



Now...the fascinating real experiences of people who have beaten The Law of Averages becomes one of the most intriguing human-interest shows ever presented on TV... for 1st Run Syndication!

39 FILMS AVAILABLE

chance...

that mysterious force that often predetermines life or death, success or failure... has irresistible human appeal. Now it becomes the basis for a completely new kind of television series. **"WHAT ARE THE ODDS?"** ***takes you on a personal visit to people... many of them famous personalities in the fields of art, literature, science, entertainment... who have in their individual ways beaten the odds to achieve special distinction or survive disaster. Bob Warren, well-known to radio and TV audiences, acts as host to each remarkable guest in an intimate informal interview.*** **"WHAT ARE THE ODDS?"** ***offers your sponsors a completely fresh, compelling show with strong human interest. The facts in this informative show are authenticated by the Encyclopedia Britannica.***

What are the odds

- OF YOUR BEING CAUGHT IN A CASE OF MISTAKEN IDENTITY?
- OF YOUR CHILD EARNING A MILLION DOLLARS BEFORE THE AGE OF TEN?
- OF A WOMAN RUNNING FOR PRESIDENT?
- OF WINNING A MISS AMERICA TITLE?
- OF SURVIVING AN AIRPLANE CRASH?
- OF AN EX-CONVICT BECOMING PRESIDENT OF A WORLD-WIDE COMPANY?
- OF AN IMMIGRANT REACHING THE RANK OF AMERICAN ADMIRAL?
- OF YOUR CHILD BEING BORN A GENIUS?
- OF YOUR BEING INVOLVED IN A DISASTER FIRE?
- OF A COUNTRY'S LEADER BEING ASSASSINATED?

These are just a few of the provocative questions asked and answered on "WHAT ARE THE ODDS?" . . . featuring such famed odds-beating guests as:

JACKIE COOGAN
JAYNE MANSFIELD
EVELYN RUDY
ALDOUS HUXLEY
SIDNEY SKOLSKY
CAESAR ROMERO
PAPPY BOYINGTON
GOVERNOR PAT BROWN
ADMIRAL WILLIAM MAXWELL
JERRY WALD
LAURITZ MELCHIOR

OFFICIAL FILMS, INC. ■ PLAZA 7-0100

NEW YORK OFFICE:
25 WEST 45th STREET,
NEW YORK 36, N. Y.

A Herts-Lion Production

Big—good, not synonymous

If you're creative and can supply good advertising thinking, you don't have to be big to be good, whether you're an advertiser or an agency.

Delegates at the Assn. of National Advertisers' 50th annual spring convention in Chicago were forcefully reminded of this fact in case histories recounted by Philip J. Kelly, vice president of Lynn Baker Inc., relatively small New York agency.

Said he: "The big agencies or big advertisers have no monopoly on what are obviously the two most important things in advertising"—high creativity and sound advertising approach.

Among the examples: (1) Maypo cereal at Bryan Houston, N.Y., which proved a daytime tv success story. New England sales rose from 257 to 409 packages per 1000 families—a gain of 59%, in one year. In the second year, with increased tv expenditures, sales jumped another 25%. Sales doubled in two years. Tv outlay: $500,000 for 1958: $1 million for 1959.

(2) Wilkins coffee, handled by Belmont ver Standig, Washington, D.C. Eight-second tv commercials featuring two muppets are credited with helping raise sales by 40% during a relatively brief campaign, and they achieved the status of being among the American Research Bureau's "best liked" spots.

(3) Cocoa Marsh. Agency: Hicks & Greist, N.Y. Starting in business in 1939 with capital of $7,200, Cocoa Marsh achieved national distribution in 1946. Now it's considered the leader in its field. After a cutback to two markets by 1948, Taylor-Reed Corp. aligned with H & G and started a market-by-market expansion. Today it claims 80% national distribution and is listed among the top 100 tv spot advertisers nationally with an estimated total advertising budget of $1.6 million. "The secret of their success lies in the fact that they discovered early in the game that the best way to sell their product was on local tv with smart kid promotions" which have been spectacularly successful, Mr. Kelly said.

(4) Sandura Co., also Hicks & Greist. Sales rose from nearly $3 million to $19.6 million in five years for the floor-covering firm. It started using tv in 1953 with Steve Allen.

Mr. Kelly scored the "self appointed oracles who have been saying that if an agency doesn't have $30 million worth of business, it ought to lie down and die," and others who claim that "if you don't invest at least $2 million as an advertiser, you are not worthy of the name." Without underestimating big agency ability and services, (such as basic product research) he asserted, "a small company can often outthink and out-maneuver a big competitor" on advertising and selling.

ment "think more like advertising men" and may also help bridge the gap between advertising and government, the professions and "even the public at large." Previously, it was noted, ANA's desire was to persuade advertising men to think more in terms of management. The task will not be simple but it's clearly defined, he observed.

Other Thursday speakers included J. H. Jewell, marketing vice president, Westinghouse Electric Corp.; W. H. Burkhart, board chairman, Lever Bros., and Dr. M. Rowland Collins, dean, Graduate School of Business Administration, New York U. Luncheon speaker was Gen. Thomas D. White, chief of staff, U. S. Air Force, substituting for Secretary of Defense Neil McElroy.

Mr. Burkhart said management expects "its advertising men to understand that they must constantly strive to lower the unit cost of advertising." He cited a "basic misunderstanding" between advertising and management people. "Management is not against bigger budgets, providing they sell more—in fact, disproportionately more," he claimed. "The ratio of advertising expense to sales income must go down as total volume goes up."

In the new thinking on advertising, Mr. Burkhart held that management "now finds itself interested in what might formerly have been considered mere detail. When they see the range in costs of delivered audiences between a good and bad television show, they want to be sure that their company is doing all it can to buy with maximum skill."

Answers to Critics • Leo Burnett, board chairman of the agency bearing his name, served as moderator for a Friday morning discussion of "a way to flatten that critic of advertising." Mr. Burnett gave a presentation in his role as vice chairman of the advertising council, supplemented with a special film report on "psychological warfare against recession."

Other speakers were Charles Brower, president of BBDO, on agencies creative power; Dr. Alan T. Waterman, director of the National Science Foundation, on technological advances, and Robert R. Burton, senior vice president of Kenyon & Eckhardt, on the agency's role in marketing.

Topic for the last session was "Your $3 Billion Media decisions—Can They Be Improved?" with Emerson Foote, senior vice president, and Daniel D. Kinley, vice president and manager of planning research and media, both McCann-Erickson, plus Robert Lund, publisher of *Printers Ink*.

Comparison a Must • Mr. Kinley disagreed with critics who complain that cost-per-thousand, as between broadcast and outdoor media, is like comparing "apples and oranges." Said he: "We do have to compare because we're buying them and cost has to be a factor in our choice." In inter-media decisions, he added, "we are choosing not just between apples and oranges but among pears, pomegranates and kumquats as well."

As a solution for this type comparison, Mr. Kinley suggested (1) determine the best way to use each media type consistent with product character; (2) determine basic figures for each media type that adheres closest to "cost per thousand of effective selling messages delivered to prime prospects;" (3) compare all media types on cost-per-thousand, and (4) evaluate other factors which may perhaps offset differences in cost.

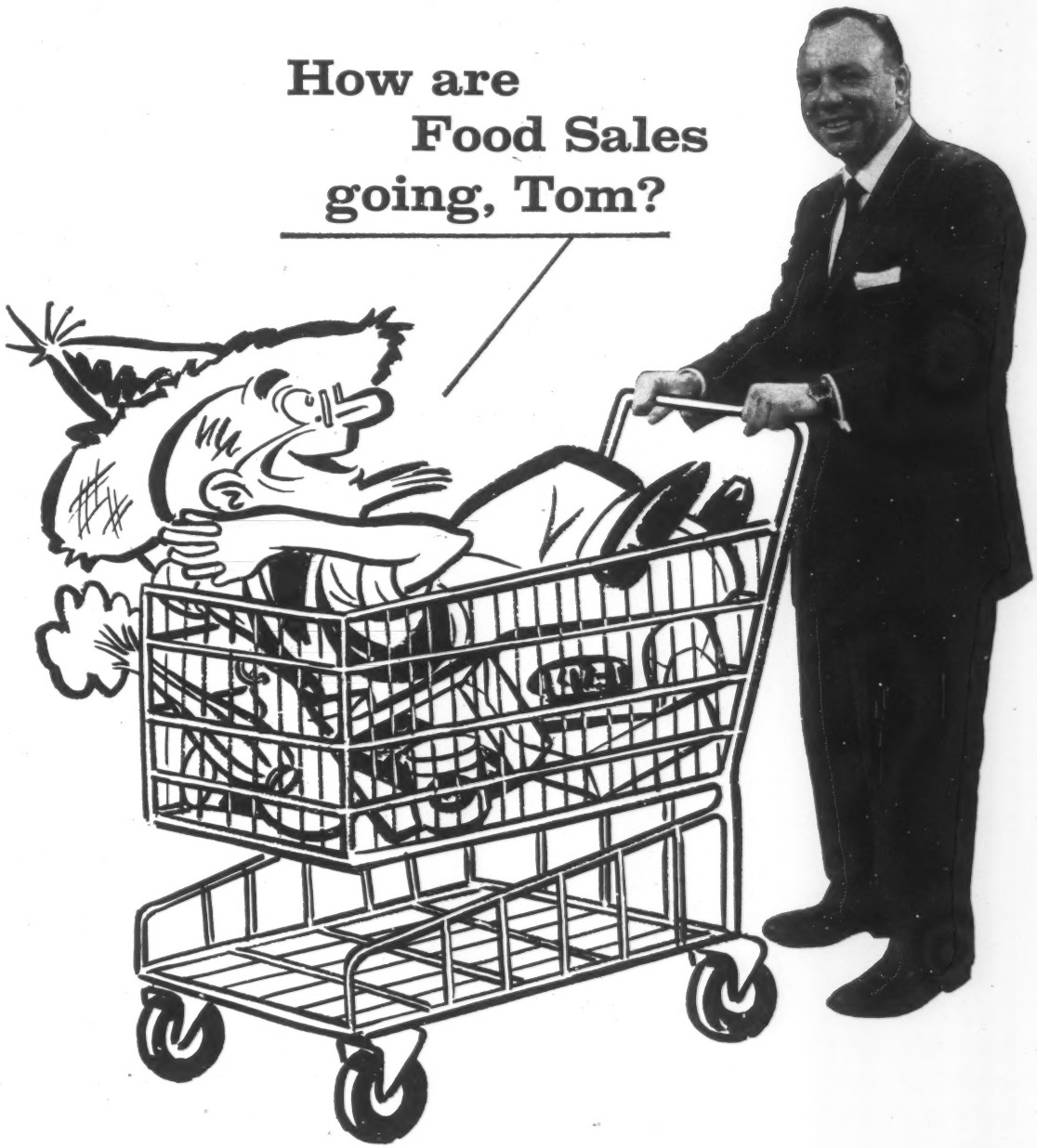
Media decisions can be improved, Mr. Kinley recommended, by establishing a "clearly defined marketing strategy based solidly on market information and communicate it to your marketing team, including media, by maintaining accurate data and by a willingness to experiment with media by careful market testing."

In making the "$3 billion media decision," the very size of the media budget itself is "often selective of the choice of media," he pointed out. For instance: Is it big enough for network tv? Can it support a national newspaper campaign? He cited 11 factors in making such decisions at McCann-Erickson: budget, competitive activity, frequency vs coverage, continuity, impact on distribution, flexibility, franchise position, standards of acceptance, cost-per-thousand, effectiveness of the selling message and prospective customers.

National Media Investments • Mr. Foote felt national advertising budgets rank among the very largest of discretionary investments of American management. Business spends at the rate of $9 billion in research and development and invests about $10 billion in new plant and equipment—compared with $3 billion in major national media.

"The investments of national adver-

How are Food Sales going, Tom?



"WDAY-TV is certainly 'pushing food' like mad, these days! Thanks to our new 1206′ tower we are reaching 96% more people—covering 60% more area and upping our area retail sales volume by 100%!

"Retail sales in our area total $670,475,000—of which $117,384,000 is in food alone!

"What's more, Standard Rate & Data Service now points out that the Fargo area is the No. 1 Retail-Sales-Per-Household Area in the entire U.S.A. The national average is $3,944 . . . as compared to Fargo's whopping $5,970!

"All in all—if you aren't advertising your food products on WDAY-TV, you're missing one of the surest bets in the nation. Why don't you ask P.G.W. for availabilities?"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

tisers in major consumer media are not only big," he suggested, "they're growing bigger and more important all the time. And national media expenditures still represents half of the $6 billion in undistributed profits which manufacturing firms retained to invest in growth."

Mr. Burton suggested one of the great challenges to advertising is to "restore the flow of communication which has been temporarily dammed—both within and between our organizations—and to set us free of false conflict through better understanding reached through better communication." The duel in advertising between marketing and scientific and creative forces, he asserted, is a "shambattle," fought in the advertising trade press these days. Agencies noted for creative work, he said, also stand out for their research.

"Aren't they the ones where you would most likely receive a complete modern marketing plan?" he asked. The real problem, he stressed again, is "not in a basic conflict but in a lack of communication."

TV SELLS WAX

S. C. Johnson story cites market impact

Television, a seemingly irresistible target for critics and competitors, last week was called an "economic phenomenon" and a "great gift" to viewers by someone who knows what he's talking about.

Douglas L. Smith, advertising and merchandising director of S.C. Johnson & Son, Racine, Wis., which bought more than $7 million worth of tv time in 1958, made these positive remarks last Wednesday (May 20) at the spring meeting of the Assn. of National Advertisers held in the Edgewater Beach Hotel, Chicago.

The title of Mr. Smith's talk was, "Does Tv Advertising Really Sell Goods?" His resounding answer: "Yes, emphatically yes. Tv advertising really sells goods and it does it immediately, now."

He described in detail how increased tv advertising in Lexington, Ky., resulted in store sales 200% higher in April 1959 than April 1958. "When projected to the whole Lexington market," Mr. Smith added, "figures indicate that the net sales increase for April alone will pay for the Lexington advertising for the first year."

Making the Most of Tv • "This kind of success is fine," he acknowledged, "but we know as you do that it can't be called a direct result of our network tv advertising in the market. It was, however, a result of capitalizing on that advertising."

The Johnson advertising expert also recounted the near fall and decline of his company's Pride in one city. Introduced in 1951, this furniture polish was doing well everywhere nationally but in St. Louis where it was "dormant, dust-collecting, dilatory and nearly dead."

And then Johnson closed a deal to buy the *Robert Montgomery Presents* program on NBC-TV. Pride's first advertising on this show hit St. Louis on Jan. 7, 1952. By the week's end many stores had sold out their entire inventory and were ordering more.

Concluded Mr. Smith: "Thus it is when television hits a market. And in that year of 1952 there weren't nearly the number of tv homes that there are today."

He went on to make some general observations about tv and its economic contribution.

"I honestly believe," stated Mr. Smith, "that much of our prosperity during these wonderful 50's must be truly attributed to the force of television in moving merchandise and thereby keeping our great productive processes flourishing."

The Value Scale • He asked that due credit be given the medium and pleaded for "a better perspective on the part of tv's critics and a recognition of what this . . . economic phenomenon represents to marketing."

"My faith is such," added Mr. Smith, "that I believe that when color tv is as commonplace as black-and-white is today, it shall provide a further and vital impetus to business and the selling of our products to consumers."

Tv's cultural values were also put into perspective by the speaker.

The range of tv is infinite, declared Mr. Smith. "You will find more fine things," he said, "covering the arts, sciences, religion, humanities and thoughtful news-information presentations than any of us in this room, or most anywhere else, will find time to watch."

Bard's Rating • For example, pointed out the Johnson ad director, "more people have seen and heard and learned about Shakespeare on tv than have done so in our colleges and universities since his first play was produced more than 300 years ago."

Mr. Smith also mentioned a special report by Secretary of State Christian Herter that pre-empted one of Johnson's own shows. "We had," he said, "the great gift (I say 'gift' because tv is still free to the viewer, you know), the great gift and privilege of having Christian Herter come into our homes and feelingly, knowledgeably explain his mission to Geneva. This was in prime time, by the way."

He felt bound to speak out, explained Mr. Smith, because of "constant criticisms of tv's detractors, painting a picture that is all black, when there is so much that is good and substantial and uplifting."

He reproached tv columnists who "pan" shows rather than try to understand them. "On the matter of critical tastefulness," he added, "we, the advertiser, must assume some leadership and influence. . . . We should feel an ultimate obligation that the shows we sponsor be as tastefully done as possible."

Communications War • Of more serious concern, warned Mr. Smith, is the criticism that "comes from the other media, that use their space and print to attack television. The *Fortune* magazine article of last November is a case in point. . . ."

"This kind of criticism," the speaker insisted, "being without objective and of questionable use of data and fact, obfuscates and beclouds the real issues and ultimately tends to confuse some of the advertisers and business management."

He added pointedly, "And by the way, I have yet to see a tv network or a station use its air time to attack another medium."

He ended with a plea to all media for fairness and objectivity. "Tell us the facts," he urged, "and what the advantages are about your own wares. Show us where the sales vitality for our commanies lies in using your properties. We and our agencies can make the comparison and the analyses."

He fired one final gibe at the "tv rakers":

"If television is wrong for any of us, we will be the first to know it because we will feel it in our cash registers."

Star adjacency

Hal Thompson, producer of "Family Portrait," an off-Broadway play, bought a one-time-only, station ID on WCBS-TV New York on May 8 for $337.50. The spot followed *The Guiding Light* program and made the point that four regular cast members of the tv serial could be seen in "Family Portrait." The result: Mr. Thompson reported last week that ticket purchases have perked up considerably, so that the play, on the verge of closing, is now able to continue. Mr. Thompson is naturally tv-minded: during the working day, he is a tv program supervisor for Fuller & Smith & Ross, New York.

A WHBF PLUS SIGN • NO. 3

Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV, looks over . . .

Letters of GOOD WILL—34 years in building—constitute a productive PLUS for WHBF advertisers!

They are a gold mine of our most treasured possessions — voluntary tributes from laymen, and from leaders in industry, education, religion and civic activities — attesting outstanding WHBF community service for more than a third of a century!

They are, indeed, a continuing area-wide, factual evaluation of WHBF community prestige. They portray a picture painted by the HOME FOLKS of a radio-television service — strong, deep rooted, and PRODUCTIVE.

Another indication of listener confidence is evidenced by the substantial leadership of WHBF in the latest Nielsen NCS No. 2. WHBF still leads all of the 68 downstate Illinois radio stations.

With the many advertisers, local and national, who have helped build WHBF over the years, their association brings PRIDE, never apology! That is a definite PLUS in productivity of any sales relationship.

* * *

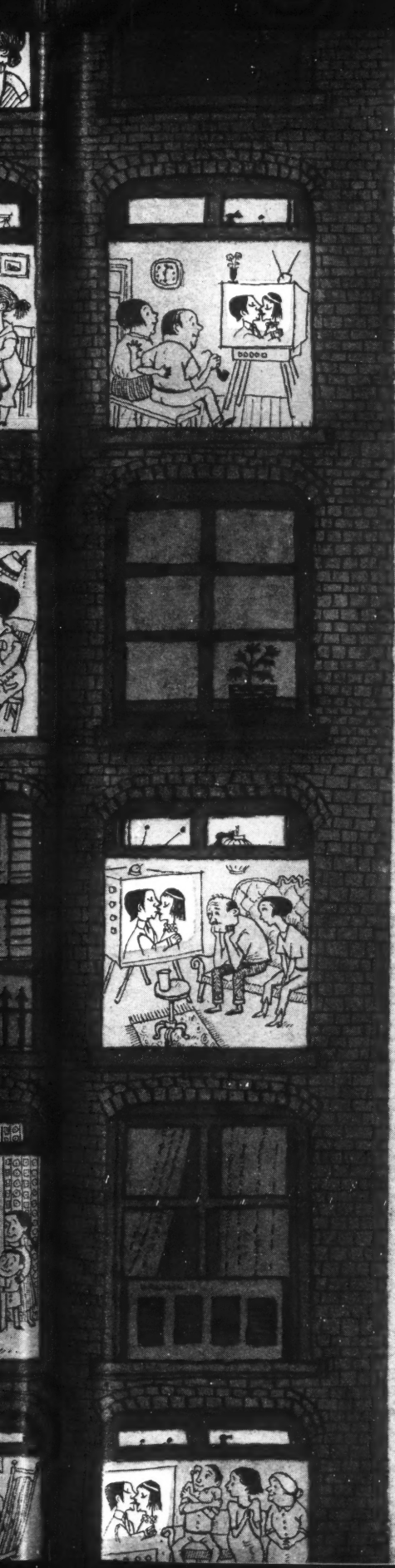
YOU can be sure that WHBF radio and television quality productivity is available on a fair, honest and efficient basis to all advertisers who desire for their sales messages a friendly receptive audience in a climate of true family hospitality.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel



LATER THAN YOU THINK

. . . and greater than you think, too! On Chicago's WBBM-TV, prime time is practically an all-night affair... particularly in the summertime when late-hour viewing zooms with the mercury.

Last summer, Chicago's post-midnight audiences were 16% greater than during the winter months. An impressive increase... especially for WBBM-TV which currently attracts two-thirds of all Chicago's post-midnight television viewing.

Clearly, wide-awake programming is the answer. WBBM-TV brings Chicago viewers the very finest features from such studios as M-G-M, Paramount, Columbia, Warner Brothers and 20th Century-Fox.

Don't you be caught napping this summer. Those so-called wee small hours mean large audiences on Chicago's top station...

WBBM-TV Channel 2, Chicago

CBS Owned • Represented by CBS Television Spot Sales

4 rich markets as one economical combination buy!

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENTIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

Nielsen lists top 20 buying network radio

A new kind of radio "Top Ten"—the first issued by A.C. Nielsen Co. since 1957—was made public last week.

It's "Network Radio's Leading Advertisers," which ranks the top 20 network radio clients according to "total home broadcast" and "total commercial minutes" delivered by all radio networks used by the sponsor (CLOSED CIRCUIT, March 30). Unlike the old "Top Tens" in radio, the new listing makes no attempt to show the popularity of specific programs but shows rather what each leading network radio advertiser is getting in "homes" and "minutes" from his total radio network purchases.

Computations of "broadcasts delivered" do not consider duration of broadcast, although longer broadcasts will deliver more impressions because of audience turnover, the announcement said. In figuring "total commercial minutes delivered," the researchers count six 10-second spots as the equivalent of one commercial minute, with one quarter-hour segment credited as carrying three commercial minutes.

Following is the first of the new reports (officials said if this type of information is "well received," they will consider releasing yearly and quarterly compilations of the 100 leading network radio advertisers, ranked on the same basis):

NATIONAL NIELSEN RADIO INDEX
Network Radio's Leading Advertisers
Four Weeks Ending April 4, 1959

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1.	Reynolds Tob.	320	175,407
2.	Lewis Howe	208	127,842
3.	Lever Bros.	168	120,417
4.	Bristol-Myers	135	114,926
5.	Grove Div.-Bristol-Myers	162	104,446
6.	Brown & Williamson Tob.	170	100,993
7.	Ex-Lax	188	93,870
8.	Vick Chemical	123	74,429
9.	Bon Ami	169	67,851
10.	Stewart-Warner	84	66,364
11.	Mogen David Wine	98	61,523
12.	Hudson Vitamin	191	61,119
13.	Pepsi-Cola	126	58,555
14.	Midas	105	57,270
15.	Automotive-Amer. Motors	120	51,782
16.	Campbell Soup	56	50,440
17.	Colgate-Palmolive	60	39,064
18.	Fram Corp.	83	38,473
19.	Sterling Drug	72	38,129
20.	General Mills	88	32,593

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Reynolds Tob.	211	97,841
2.	Bristol-Myers	110	90,767
3.	Lewis Howe	155	89,163
4.	Brown & Williamson	128	71,581
5.	Grove Div.-Bristol-Myers	116	69,731
6.	Hudson Vitamin	205	59,580
7.	Ex-Lax	125	59,327
8.	Lever Bros.	74	51,318
9.	Colgate-Palmolive	78	48,790
10.	Mogen David Wine	72	42,883
11.	Automotive-Amer. Motors	98	41,402
12.	Fram Corp.	96	40,382
13.	Midas	79	39,976
14.	Sterling Drug	86	39,507
15.	Wrigley, Wm., Jr.	60	39,315
16.	United Motors-Gen. Motors	68	38,814
17.	Stewart-Warner	53	38.167
18.	Staley, A.E. Mfg.	63	35,334
19.	Chevrolet-Gen. Motors	58	33,752
20.	Standard Brands	43	31,987

Skeptical reception for KTTV (TV) ad show

An idea of a time period solid with commercials has been run up the flagpole but New York's ad fraternity has been slow to salute.

Skepticism initially greeted John R. Vrba, vice president of sales for KTTV (TV) Los Angeles, who let it be known privately in New York that the station was asking agencies to submit commercials which were deemed unusual entertainment.

He was in New York on a business trip and while there dropped a few suggestions at several agency offices. Agency people came back with: "Are you kidding?" But Mr. Vrba is undaunted. The programming will start in June on a basis of a half hour each week for 13 weeks in Class A time (between 6:30-10:30 p.m.). If the show attracts sufficient audience, the station will sell participations to advertisers in the second 13-week cycle.

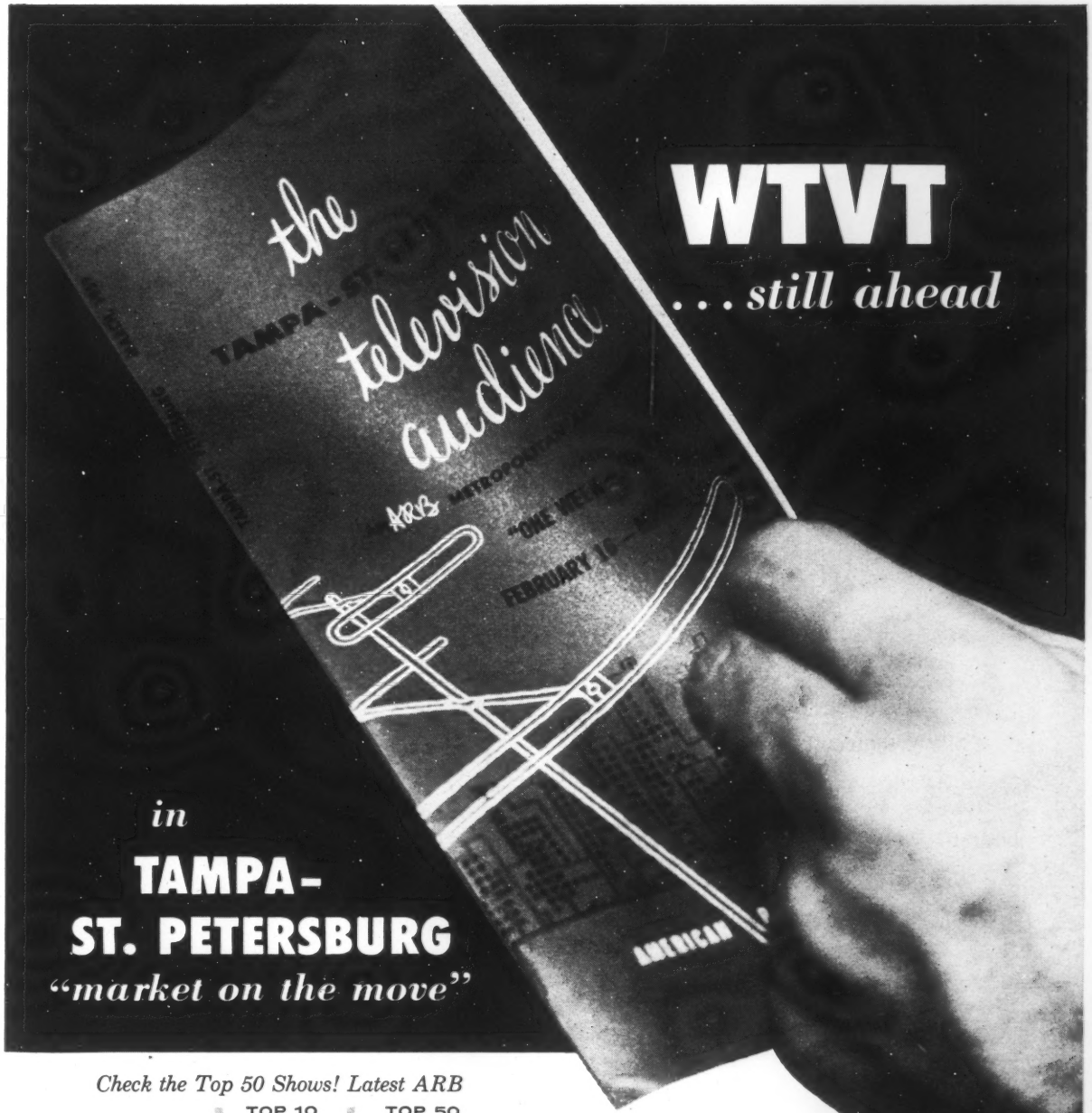
Richard Moore, president of KTTV, suggested the plan at the Assn. of National Advertisers, western convention in Santa Barbara, Calif., a few weeks back (BROADCASTING, April 20). He said such a program would prove that the public does not object to tv advertising.

Mr. Vrba noted that he was in New York for other business and did not try to "hard sell" the idea. In any event, the station has some commitments from agencies and advertisers including the Carnation Co. and Guild, Bascom & Bonfigli.

New Buick tv vehicle supplants stagecoach

In spite of a tv western's big audience pull, does the story setting and format provide the most effective vehicle for commercials selling the modern automobile?

To the Buick Div. of General Motors Corp., Detroit, which sponsored the half-hour weekly *Tales of Wells Fargo* on NBC-TV on an alternate basis this season, the question has been important. Buick took a hard look and apparently has found the image it sought to create in its commercials for the 1959 model ("smart car of the future") was out of focus with a series itself



WTVT
...still ahead

in

TAMPA-ST. PETERSBURG

"market on the move"

Check the Top 50 Shows! Latest ARB

	TOP 10	TOP 50
WTVT	8	38
Station B	2	11
Station C	0	1

Check these 10 top-rated shows! (*ARB based on 4-week average*)

SHOW	STAS.	RATING	RANK
Wagon Train	B	48.8	1
I Love Lucy	WTVT	45.2	2
Gunsmoke	WTVT	41.8	3
I've Got a Secret	WTVT	41.6	4
Perry Mason	WTVT	40.6	5
State Trooper*	WTVT	36.2	6
Ernie Ford	B	36.0	7
Sheriff of Cochise*	WTVT	35.9	8
Highway Patrol*	WTVT	35.7	9
Rescue 8*	WTVT	35.2	10

**Note—4 WTVT syndicated shows in top 10*

P. S. Nielsen for March, 1959, also confirms WTVT's dominance.

station on the move...

WTVT

TAMPA-ST. PETERSBURG

CBS CHANNEL **13**

The WKY Television System, Inc.

WKY-TV Oklahoma City
WKY-RADIO Oklahoma City
WSFA-TV Montgomery

Represented by the Katz Agency

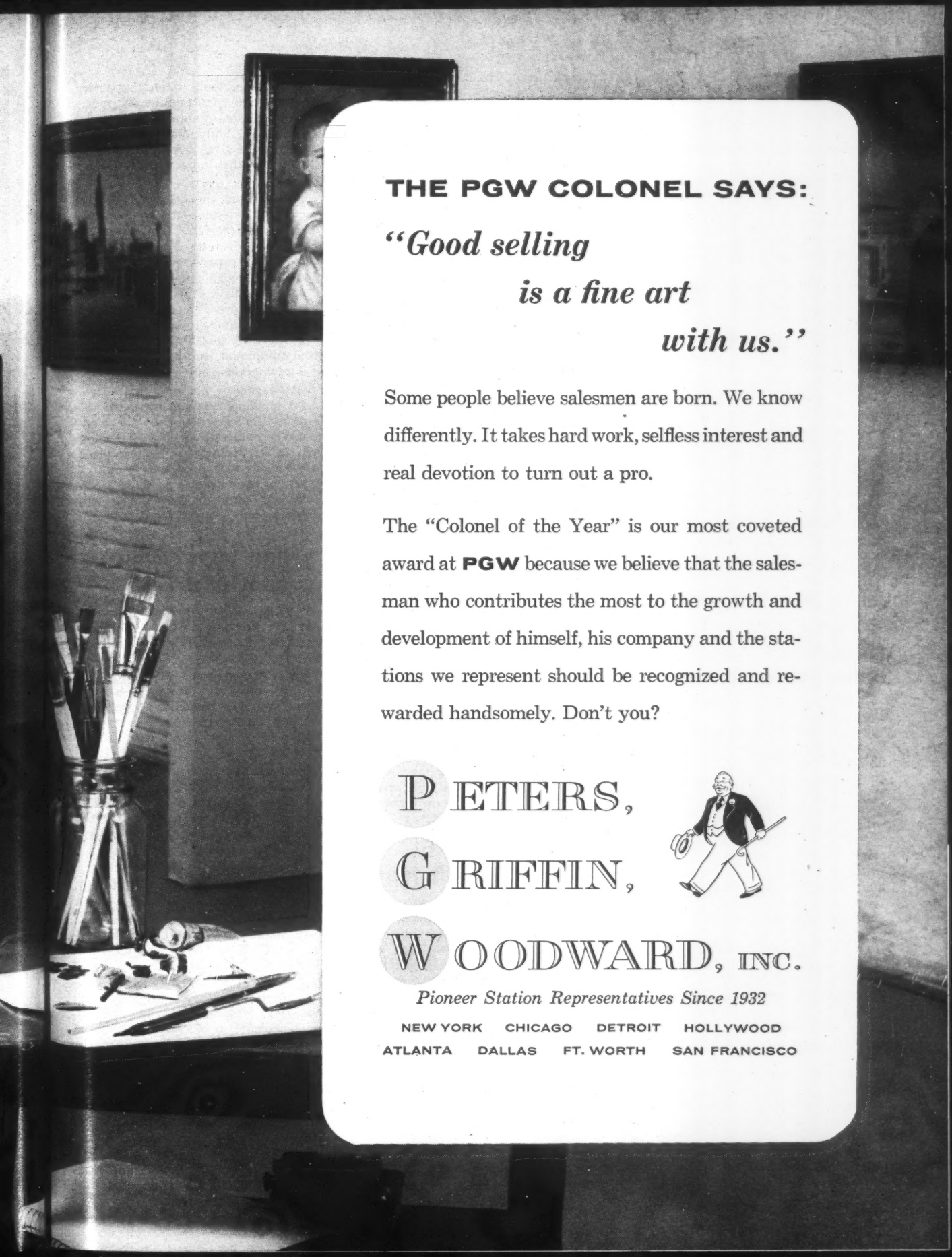
To
The PGW Colonel
of 1959

Among all the PGW Colonels, you have made the year's most notable growth—not only in your contribution to our company, but to the stations, agencies and advertisers we serve.

We hereby acknowledge our pride in your outstanding sales accomplishments, in your important and effective teamwork, and in your efforts to create new business for the stations we represent.

We salute you
The PGW Colonel of 1959

Edward Petry
Lloyd Griffin
Russell Woodward



THE PGW COLONEL SAYS:

"Good selling
is a fine art
with us."

Some people believe salesmen are born. We know differently. It takes hard work, selfless interest and real devotion to turn out a pro.

The "Colonel of the Year" is our most coveted award at **PGW** because we believe that the salesman who contributes the most to the growth and development of himself, his company and the stations we represent should be recognized and rewarded handsomely. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

dealing with the stagecoach.

Result: Buick next fall will place its commercials in a Bob Hope series of specials on NBC-TV (as it also did this past season) but instead of *Wells Fargo* its other network vehicle will be a prestige live dramatic show (four specials) to be placed in the time slot of *Playhouse 90* (CBS-TV, Thursday, 9:30-11 p.m.) (CLOSED CIRCUIT, May 11).

Budget Increase • Net effect of this change in strategy will be a sizable increase in Buick's network tv budget for the fall along the pattern of other auto makers. Last week Buick formally announced its plans. In the 1958-59 season, the auto manufacturer will sponsor six instead of eight Bob Hope shows to cut the comedian's workload (he's under physician's orders to let up a bit). One of the specials, however, may run two hours long. But the bigger budgeting is on the four 90-minute specials on CBS-TV, the first show slated for Nov. 19. This "series" will be based on the writings of Ernest Hemingway with specific properties to be selected.

Buick, through its agency, McCann-Erickson, New York, hinted that it would tape the shows in order to "broaden the scope and locales" of the Hemingway stories. Whether the show will originate in Hollywood or New York was undecided.

Dunier asks tv film sales documentation

In an unusual move, Leslie L. Dunier, vice president and director of radio and television for Mogul Lewin Williams Saylor, New York, is urging tv film distributors to form a research and promotional organization that would document to agencies and advertisers the effectiveness of commercials within film programs.

Mr. Dunier disclosed this development last week, coincident to mailing letters to 20 film syndicators. He noted that spot television interests make "concrete facts" available to agencies, and evaluation of them makes "a sturdy case for spots exclusively." Mr. Dunier, however, ventured this observation:

"I have reason to believe that in many instances, program sponsorship offers as much or more to a client than a barrage of spots. But my arguments are based on intangibles . . . The facts tell us the cost for time and program of a prime half-hour film show. We also know that for the same expenditure in a spot schedule, we would probably double the cumulative weekly rating netted by the program. What's more the spot schedule will give the client greater diversification of audience, and most important, greater flexibility. In effect, the weight of available evidence would favor a spot campaign over a syndicated film program."

Mr. Dunier remarked that as an agencyman, who "wears the two hats of programming and media," he often must decide which form of tv to use—spots or a syndicated program. He added that his media specialists, using the material furnished by tv spot interests, assemble a formidable defense for spot tv.

His programming associates, he said, often recommend a program buy but he pointed out that they cannot muster enough research material to counter "the abundant audience data" accumulated in behalf of spot tv.

Mr. Dunier urged the leading tv film syndicators to band together and form a promotional and research organization for their mutual benefit. He declared:

"As your industry's research arm, your organization would conduct the kind of comprehensive studies that would provide agencies with sufficient ammunition — qualitative, measurable research data—to justify a recommendation for a film program buy when the conditions warrant it."

Newspapers on tv

Increased use of television advertising on the local level by newspapers is indicated by a Broadcast Advertisers Reports survey conducted for Television Bureau of Advertising. The 11-major-market survey showed 35 newspapers purchased a total of 705 spots during a sample week in the fourth quarter of 1958. In the same sample week of 1957, 32 newspapers bought 626 spots, and in 1956, 24 newspapers used 412.

Closed-circuit tv in supermarket test

Closed-circuit television at point-of-purchase is to undergo a supermarket test. Proprietor of the new advertising medium is Store-Video Inc., New York, which has engaged RCA for electronic equipment and Grand Union Supermarkets for a Manhattan testing ground.

Beginning July 15, shoppers at the selected market will encounter a proliferation of some 50 21-inch monitors suspended just above eye level throughout the store. On the screens they will see a series of 60 moving cards (tel-ops) each with an advertising message.

There Is No Audio • The tel-ops are on a motorized wheeldex which places each one before the tv camera for seven seconds, all screens receiving the image simultaneously. Lee Wagner, president of Store-Video, looks upon the device as a substitute for "rapidly disappearing" conventional point-of-sale material such as posters and banners. He says it is designed to give shoppers "total recall" of all other advertising used for a product.

Advertisers in the test run will not be charged. Eventual rates are to be per thousand cash register transactions in food stores covered. Though not yet determined, cost-per-thousand is not anticipated to exceed one dollar and may be as low as fifty cents, depending on test results. Store-Video, which will sell tel-op availabilities to advertisers, employs RCA to install and service the leased equipment, and rents space from the supermarkets.

Mr. Wagner is not new to the television medium, having founded *Tv Guide* in 1947 (subsequently sold) and extensively advertised Flav-R on tv when that product was introduced. Store-Video's vice president is motivational research pioneer William A. Yoell, who came to Mr. Wagner with the basic idea.

Carling buys 'Bilko' for spot tv drive

A $4.25 million investment by the Carling Brewing Co., Cleveland, means that 63 markets will continue to view *The Phil Silvers Show* after its CBS-TV demise Sept. 11. CBS Films Inc. sold "Bilko" to the brewer of Black Label, Stag and Heidelberg beers and Red Cap ale just two weeks after syndication was announced (BROADCASTING, May 11).

The three-year deal, through Benton & Bowles, New York, calls for weekly showings in approximately one-third of the areas, and alternate weeks in the remainder. Re-runs get underway the first week in October.

The markets:

Altoona, Pa.; Atlanta, Ga.; Baltimore; Bay City-Saginaw, Mich.; Bellingham, Wash.; Birmingham, Ala.; Boise, Idaho; Boston; Buffalo; Burlington, Vt.; Cadillac-Traverse City, Mich.; Cincinnati; Cleveland; Columbus and Dayton, both Ohio; Detroit; East Lansing, Mich.; Erie, Pa.; Eugene, Ore.; Evansville, Ind.; Flint, Mich.; Ft. Lauderdale, Fla.; Ft. Wayne, Ind.; Grand Rapids, Mich.; Greensboro, N. C.; Greenville, S. C.; Harrisburg, Pa.; Hartford, Con.; Houston-Galveston; Huntington-Charleston, W. Va.; Idaho Falls, Idaho; Indianapolis, Ind.; Jacksonville, Fla.; Klamath Falls, Ore.; Knoxville, Tenn.; Lancaster, Pa.; Lima, Ohio; Medford, Ore.; Memphis; Montgomery, Ala.; Nashville, Tenn.; Norfolk, Va.; Oklahoma City; Orlando-

KCMC-TV more dominant

ARB—April, 1959 Metro Area

SHARE OF AUDIENCE

TOTAL—

KCMC-TV	73.1%
Station B	15.0%
Station C	12.1%

NIGHTTIME DAILY—

KCMC-TV	72.7%

WEEKDAY MORNING—

KCMC-TV	66.7%

WEEKDAY AFTERNOON—

KCMC-TV	73.8%

SATURDAY DAYTIME—

KCMC-TV	74.8%

SUNDAY DAYTIME—

KCMC-TV	87.0%

TYPICAL SHOW RATINGS

KCMC-TV NIGHTTIME

Gunsmoke	67.3
Millionaire	55.9
Red Skelton	58.0
I've Got A Secret	53.7
Rifleman	55.7
Have Gun Will Travel	66.5
To Tell The Truth	52.1
Rawhide	56.6
Trackdown	52.9
Wanted Dead Or Alive	54.1

KCMC-TV DAYTIME

I Love Lucy (10 A.M.)	17.9
Edge of Night	25.1
Medic (11:30 A.M.)	12.0
American Bandstand	20.6
Verdict Is Yours	16.2
Captain Kangaroo	11.2
As The World Turns	23.4
Grand Ole Opry (7 A.M.)	10.8
News (6 P.M.)	36.5

RATINGS OF OTHER STATIONS

Bob Hope	8.2
Dinah Shore	6.7
77 Sunset Strip	2.5
This Is Your Life	6.1
Cimarron City	2.0
Zorro	4.1
Real McCoys	1.6
Steve Allen	6.8
Restless Gun	7.3
Cheyenne	7.7

AVERAGE NIGHTTIME HALF-HOUR RATING 42.6

(Sunday thru Saturday: 6:30 to 10 PM)

THAN EVER BEFORE!

29-County Nielsen Coverage

County figures indicate percent of television homes which view KCMC-TV once or more WEEKLY.

dominate the 4-state corner
OF THE SOUTHWEST WITH

KCMC-TV

CBS ABC

TEXARKANA, Texas–Arkansas

Maximum Power Channel 6

WALTER M. WINDSOR, *General Manager*

Represented Nationally By Venard, Rintoul & McConnell, Inc.
Clyde Melville Co.—*Southwest* James S. Ayers Co.—*Southeast*

Daytona Beach, Fla.; Parkersburg, W. Va.; Peoria, Ill.; Pittsburgh; Portland, Ore.; St. Louis; Seattle; South Bend, Ind.; Spokane, Wash.; Steubenville, Ohio; Syracuse, N. Y.; Tampa-St. Petersburg, Fla.; Toledo, Ohio; Tulsa-Muskogee, Okla.; Washington, D. C.; Watertown-Carthage, N. Y.; Yakima, Wash., and Youngstown, Ohio.

Bill aids co-op ads

Rep. Samuel Devine (R-Ohio) introduced a bill (HR 7013) in the House which would reverse the Internal Revenue ruling that co-op advertising funds are subject to manufacturers' excise tax, which became effective Feb. 1. Rep. LeRoy Anderson (D-Mont.) introduced an earlier measure (HR 5594) to repeal the tax (BROADCASTING, March 30).

Maine ad tax fails

The Maine Legislature overwhelmingly defeated last week, in both House and Senate, a proposed sales tax on advertising. A legislative taxation committee earlier had recommended against passage.

• Business briefly

Time sales

• Bell & Howell (camera supplies), Chicago, announced Monday (May 18) it has agreed to co-sponsor six additional one-hour documentary programs on CBS-TV during 1959-60 season. The programs, similar to B & H's *Why Berlin?* documentary of May 8, which drew highly favorable public response, will "pre-empt prime, week-night television time slots," according to Peter G. Peterson, executive vice president of firm. He expressed conviction that "significant demand for this type of programming" has been proved and will continue.

• Liggett & Myers Tobacco Co. has carved out a 90-hour slice of ABC-TV programming for next season on behalf of L&M, Chesterfield and Oasis cigarettes. Involved is co-sponsorship of three one-hour and two half-hour programs, said to be among the largest of tv purchases. The lineup: *The Alaskans* (Sun. 9:30-10:30 p.m.) beginning Oct. 4 for Chesterfield; *Adventures in Paradise* (Mon. 9:30-10:30 p.m.) starting Oct. 5 for Oasis; *The Untouchables* (Thurs. 9:30-10:30 p.m.) for L&M and co-sponsor Procter & Gamble, and *Black Saddle* (Fri. 10:30-11 p.m.) which resumes Oct. 2 with Oasis co-sponsorship.

• First quarter reports show NBC-TV's *Today* and *Jack Parr* gross billings up 128% and 93% respectively over the same period last year, with the combined increase computed at 105%. Latest new business and renewals for the two shows totals $1,012,000 with major new purchases made by American Petroleum Institute, N.Y., through Sullivan, Stauffer, Colwell & Bayles there; The Palm Beach Co., (men's clothing) Cincinnati, through Grey Adv., N.Y., and the Polk-Miller Products Corp. (for Sergeant dog remedies), Richmond, Va., through N.W. Ayer & Son, Phila.

• Shulton Inc. (for Old Spice toiletries), N.Y., for the week of June 14 has purchased what is said to be a record volume of CBS Radio segments. The pre-Father's Day buy: 68 units of daytime and evening programs, mostly five minutes in length. Shulton's agency is Wesley Assoc., N.Y.

• Singer Andy Williams takes over the Garry Moore slot on CBS-TV (Tues. 10-11 p.m.) for the summer, beginning July 7. Sponsorship: Revlon Inc., N.Y., through C.J. LaRoche there; Pittsburgh Plate Glass Co., Pittsburgh, through BBDO there, and Kellogg Co., Battle Creek, Mich., through Leo Burnett, Chicago. Production staff is drawn primarily from now-defunct *Your Hit Parade*.

• Ford Div. of the Ford Motor Co., Dearborn, Mich., has renewed *The Ford Show* (NBC-TV Thurs. 9:30-10 p.m.). The automotive advertiser's fourth consecutive season with Tennessee Ernie begins Oct. 1. Agency: J. Walter Thompson, Detroit.

• Speidel Corp., Providence, R.I., through Norman, Craig & Kummel, N.Y., and Lever Bros., N.Y., through Ogilvy, Benson, & Mather, N.Y., have renewed *The Price Is Right* on NBC-TV (Wed., 8:30-9 p.m.), starting Sept. 23.

• NBC-TV's *Fibber McGee and Molly* (Tues. 8:30-9 p.m.), which has its television debut next fall, will be sponsored by Standard Brands Inc. and Singer Sewing Machine Co., both N.Y. Bob Sweeney and Cathy Lewis play the title roles with Hal Peary carrying over his portrayal from the original radio version to tv. The show's starting date is Sept. 15. Agencies: J. Walter Thompson for Standard Brands; Young & Rubicam for Singer.

• Paper-Mate Co. (subsidiary of Gillette Co.) plans major broadcast push this spring and summer to advertise new Holiday pen with jumbo refill. Total of 33 tv and radio network programs scheduled plus heavy spot support. Foote, Cone & Belding, Chicago, is agency.

Agency appointments

• Eversharp Pen Co., Arlington Heights, Ill., appoints Compton Adv., Chicago, as its new agency, replacing Benton & Bowles, N.Y. Eversharp invests about $500,000 in advertising.

• Anderson & Cairns, N.Y., agency for food products of Seeman Brothers Inc., N.Y., has been assigned to handle the Premier brand of Francis H. Leggett & Co., New York food producer recently acquired by Seeman.

• Sussex Foods Inc., N.Y., appoints Hicks & Greist there for its Popeye peanut butter. Total budget for the new product is devoted to spot tv in test markets.

• The Borden Foods Co., N.Y., will move its instant whipped potato account from Lennen & Newell to Young & Rubicam, effective Sept. 1. Product has been in test markets for some two years, with approximately one-half the budget going to spot tv. Lennen & Newell was named to service the estimated $1 million Regal Pale Brewing Co. account in San Francisco.

• The Dept. of the Army reappoints Dancer-Fitzgerald-Sample Inc., N.Y. D-F-S has been the departments agency since 1952.

• Also in advertising

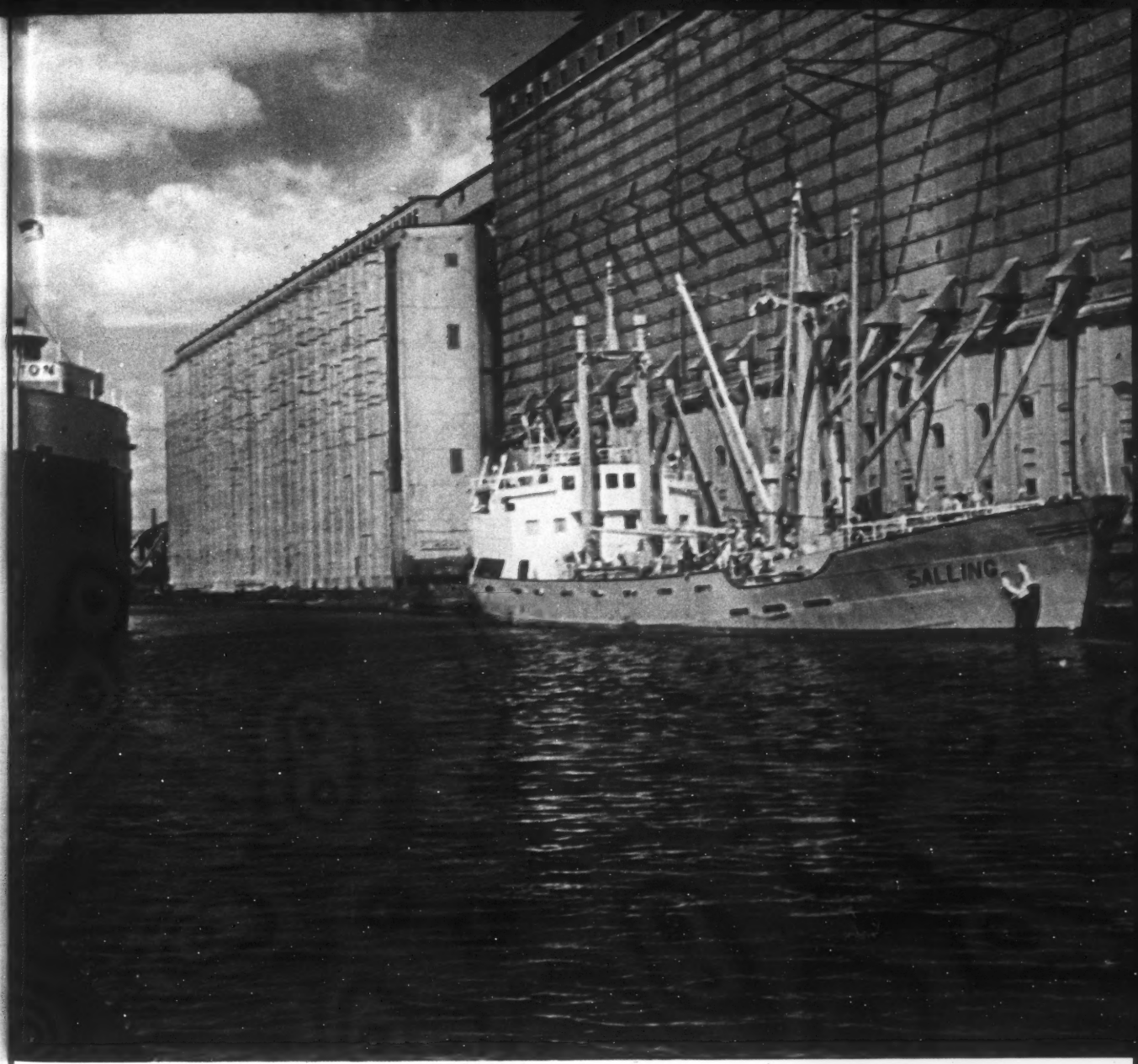
• Cunningham & Walsh Inc. has moved to larger Los Angeles quarters. It is now on the top floor of the new IBM Building, 3424 Wilshire Blvd. Telephone: Dunkirk 8-0591.

• Penn & Hamaker, Cleveland advertising agency, moves into new offices in the Shaker Commerce Bldg., 20521 Kinsman Rd., Cleveland 22. The new quarters give the agency more than 50% additional floor space.

• Wunderman, Ricotta & Kline Inc., New York, last week moved from 345 Madison Ave., to new offices at 444 Madison Ave., zone 22. New telephone number: Plaza 2-9800.

• Walker Research Service (market research), Indianapolis, celebrates its 20th anniversary by opening a Consumer Center. The center offers facilities for testing and demonstrating consumer products. They include an on-stage kitchen, an auditorium seating 60 and a lounge.

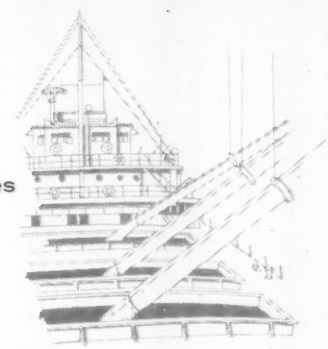
• Continuing American Phone Surveys Inc., N.Y., has begun operation as a syndicated research company servicing advertising agencies, media and industrial companies. CAPS Inc. uses a national probability sample located at 75 sampling points throughout the country. Mark Lowenthal, formerly assistant director of research of Pharmaceuticals Inc., is vice president of CAPS and client contact for sales and research. Office is at 55 W. 42d St., New York.



Sjö-veien...

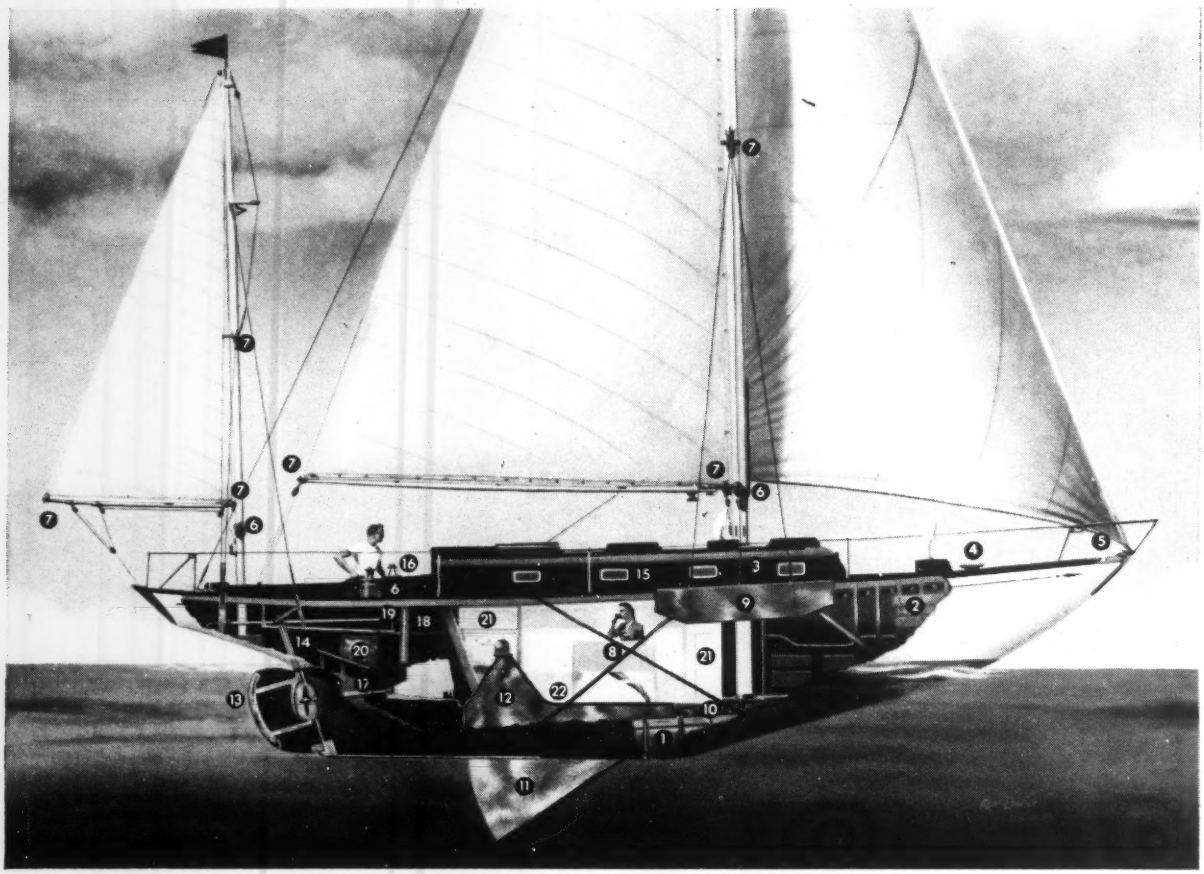
MERITIE COURSD'EAU VATTEN GÅNG . . . . all mean SEAWAY.

The Grand Opening of the St. Lawrence SEAWAY revolutionizes the marketing methods of the world, establishing DULUTH-SUPERIOR as the NEW distribution capitol for the 40,000,000 people in mid-America!



RADIO **KDAL** TELEVISION
CBS • DULUTH
ASK AVERY-KNODEL

Dominating the World's Largest Inland Seaport!



Keyed cutaway of a Nevins 40-foot yawl shows a few of the many places where Anaconda Marine Metals are used in building fine boats. Designed by Sparkman & Stephens, N. Y. Built by Nevins Yacht Yard, City Island, N. Y.

How metals from Anaconda
make smooth sailing for boatmen
...and all industry

REFERENCE LIST

FASTENINGS: **1** Keel and frame bolts, **2** screws for planking, fittings, and hardware—Everdur.
FITTINGS: **3** turnbuckles, **4** cleats, **5** chocks, **6** winches, **7** all spar fittings—Everdur.
STRUCTURAL: **8** Hull strapping, **9** chain plates, **10** mast step, **11** centerboard and **12** trunk, **13** rudder strapping and fittings—Everdur. Power boat metal parts in slipstream or turbulence—naval brass, manganese bronze or phosphor bronze. **14** Rudder post—Tobin Bronze
HARDWARE: Hinges, handles, **15** lights, trim, **16** binnacle housing—brass or Everdur.
POWER: **17** Propeller shafting—Tobin Bronze. For high speed, heavy duty—Tempaloy. Fuel line, **18** muffler, **19** exhaust tubing—copper. **20** Fuel tank—tinned copper or tinned Everdur.
MISCELLANEOUS: **21** Plumbing for head and galley—copper tube with brass or bronze fittings. **22** Water tanks—tinned copper or tinned Everdur.

Rough water, salt spray, brisk winds—the very elements that make boating the popular and thrilling sport it is—are also a boat's relentless enemies. To withstand the twists and strains of even normal running and to stave off corrosion's attack, metals of many special kinds are required: For instance, Everdur® for fittings and fastenings; Tobin Bronze® and Tempaloy® for propeller shafting.

Because the yawl above contains virtually every important metal part found on any type of pleasure boat, it illustrates the numerous ways these Anaconda Metals make for sound construction and safer boating. The development of marine metals for pleasure, naval, and commercial craft demonstrates just one facet of Anaconda's broad research program in the nonferrous metal field.

If you would like to receive a free copy of our illustrated twenty-page booklet, "Know the Metals in Your Boat," write to Department A, The Anaconda Company, 25 Broadway, New York 4, N. Y. 59174 A

ANACONDA®

PRODUCERS OF: COPPER • ZINC • LEAD • ALUMINUM • SILVER
GOLD • PLATINUM • PALLADIUM • CADMIUM • SELENIUM • TELLURIUM
URANIUM OXIDE • MANGANESE • ARSENIC • BISMUTH • INDIUM

SEC. 315 TO GET SENATE AIRING

Bipartisan support strong for Hartke bill; hearing June 12

Principally through the efforts of a freshman senator—Vance Hartke, Democrat of Indiana—the broadcasters' plight in trying to conform with Sec. 315 of the Communications Act will be aired by the 86th Congress.

The Communications Subcommittee of the Senate Commerce Committee has scheduled hearings Friday, June 12, June 15 and/or 17 on Sen. Hartke's bill, S 1858, the "Fair Political Broadcasting Act of 1959." S 1858, which has received wide bipartisan backing, exempts newscasts from equal time requirements, relieves broadcasters of responsibility for libel as a result of political statements aired and defines "qualified" candidates for the offices of President and Vice President.

Sen. John Pastore (D-R.I.) is chairman of the subcommittee and Sen. Hartke is a member. Sen. Warren Magnuson (D-Wash.), chairman of the parent committee, has given his approval for the speeded-up sessions, in spite of an extremely heavy committee schedule, and has indicated plans to attend.

The equal time hearings will be held concurrently with subcommittee hearings on 12 other communications bills (see story below).

Twelve other senators have signed as cosponsors of the Hartke bill, while three identical measures are pending in the House, two of them introduced last week. The House bills were authored by Reps. Joseph Barr (D-Ind.), HR 7122, Wayne Aspinall (D-Colo.), HR 7180, and Byron Rogers (D-Colo.), HR 7206.

Bipartisan supporters of the Hartke bill are Sens. Strom Thurmond (D-S.C.), Theodore Green (D-R.I.), Hubert Humphrey (D-Minn.), Stephen Young (D-Ohio), Gale McGee (D-Wyo.), E. L. Bartlett (D-Alaska), Francis Case (R-S.D.), Alan Bible (D-Nev.), Prescott Bush (R-Me.), Eugene McCarthy (D-Minn.), Jennings Randolph (D-W. Va.) and Claire Engle (D-Calif.).

The hearings were slated to begin June 12 to give the FCC ample time to take action on a Justice Dept. official statement telling the Commission to take a second look at its February Lar Daly equal time ruling (BROADCASTING, May 11).

Sen. Hartke said last Thursday that Congress should act on S 1858 during the present session because it is far enough away from the 1960 campaigns so that no reference will be made to specific candidates. During the 1958 campaigns, he pointed out, stations were reluctant to give complete political news coverage because of Sec. 315. "They will be even more hesitant since the Lar Daly decision," he said.

It would be impossible to write legislation covering every possible political situation, Sen. Hartke stated, and S 1858 is an attempt to place the responsibility on the broadcasting industry. He continued:

"Those who object seem to refuse to recognize that the American broadcasting industry is composed of responsible citizens who are interested in providing the people with the facts of political campaigns."

In addition to the above bills, there also are pending in Congress six other measures, three in each house, which would exempt newscasts only from the equal time provisions of the Communications Act. A majority of the sponsors of these bills have indicated that they favor broader revisions of Sec. 315 but that a step-by-step approach holds out the best promise for action.

FCC AMENDMENTS

Big radio-tv agenda for Senate Commerce

The Communications Subcommittee of the Senate Commerce Committee, chaired by Sen. John Pastore (D-R.I.), last week announced that a series of hearings, beginning June 9 will be held on 12 bills amending the Communications Act.

All of the bills except two were introduced by Sen. Warren Magnuson (D-Wash.), chairman of the parent committee, at the request of the FCC. Sen. Magnuson also introduced one of the remaining bills to carry out recommendations made by the Federal Communications Bar Assn.

On the first day of the hearings, the following will be considered:

S 1734—Prohibits any person from making *ex parte* contacts or presentations to commissioners or staff on any pending case.

S. 1735—Repeals provision of act which permits commissioners to accept honorariums.

S 1736—Eliminates the requirement that certain applications and other filings before the Commission be presented under oath.

S 1738—Redefines the duties and functions of review staff, giving Commission more discretion in its use.

S 1740—Gives the FCC authority to regulate rates of common carriers for the use of microwave and other point-to-point circuits, along with the use of wires in chain broadcasting or radio communication of any kind.

Next Take • The second phase of the hearings, beginning June 11, will hear testimony on the following bills:

S 1723—Eliminates stipulation that Commission must send prehearing notices to applicants and parties-of-interest before scheduling case for hearing.

S 1737—Gives FCC authority to levy fines for certain violations of rules in the common carrier and special service fields.

S 1898 (introduced at the request of the FCBA)—Amends protest provision (309 c) of Communications Act to provide a pre-grant hearing procedure and require FCC to act on petitions within specified time.

Catv-Booster Group • The final round of hearings, beginning June 23, will cover the following bills, all relating to community antennas and booster stations:

S 1739—Permits FCC to license already existing booster stations, constructed without legal authority to build them.

S 1741—Permits operation of boosters without direct supervision of licensed operator.

S 1801—Requires catv systems to obtain consent of tv station before repeating its signal and to carry the signal of local tv stations.

S 1886, introduced by Sen. Frank Moss (D-Utah)—Combines S 1739, 1741 and 1801 into one bill which carries out recommendations of all three.

AN EDITORIAL

REPEAL SEC. 315 NOW OR REPENT LATER

This is best, and last, chance to get relief from unworkable law

WITHIN a few weeks the Senate Commerce Committee will hold hearings on proposals to amend the political broadcasting law.

These hearings could lead to the emancipation of broadcasters from one of the main restraints that historically have prevented broadcasting from attaining equal status with the press.

Or they could lead to the same dead-end that all earlier hearings on the same subject have led to.

It will be mostly up to broadcasters themselves to determine which of the two courses develops. Never before have events been so on the side of the broadcasters' arguments against Sec. 315, the part of the Communications Act which regulates political broadcasts. Never before have so many high officials in the federal government been interested in political broadcasting problems. We do not think it extreme to say that this is the best chance broadcasters have had to obtain relief from the idiocies of Sec. 315—or to add that if they muff it, they will deserve a permanent consignment to subservience.

The history of broadcaster attempts to obtain repeal or revision of Sec. 315 is not exhilarating. To read the record of broadcasting's struggles with Sec. 315 is to read a record of defeatism. There has been a marked absence of the kind of universal revolt that is essential to the removal of government restrictions. On the record it would appear that radio and television are willing, if not eager, to delegate their basic editorial functions to government.

It is that record which must be erased before the Senate Commerce Committee at the forthcoming hearings. Nor will it be enough for broadcasters to stand on their testimony there, no matter how persuasive it may be. After the hearings, they must persist in unremitting missionary work in both Senate and House if they are to achieve the status to which, in luncheon speeches, so many say they aspire.

THERE are two main bills now pending in both the Senate and House to amend Sec. 315.

One, originally introduced by Sen. Vance Hartke (D-Ind.), would make several modifications in the law. It would eliminate the application of the equal opportunity rule to splinter candidates for the Presidency and Vice Presidency. It would exempt from the equal opportunity rule the appearances of all kinds of candidates on any news or panel program which is a "newsworthy event and in no way designed to advance the cause of or discriminate against any candidate." In exchange for retaining the present ban against a station's censoring a candidate's speech it would immunize the station from prosecution for libel.

The other, originally introduced by Rep. Glenn Cunningham (R-Neb.), would make only one change in the law. It would exempt from equal time requirements the appearances of candidates on news programs where "the candidate in no way initiated the recording or broadcast."

Both bills have been endorsed by some broadcasters. Frank Stanton, president of CBS, and Robert Sarnoff, chairman of NBC, have publicly announced their support of Sen. Hartke's. Leonard Goldenson, president of AB-PT, the parent of ABC, has announced

SEN. HARTKE

REP. CUNNINGHAM

Two partial corrections

he favors a compromise which would do a little more than Rep. Cunningham's and a little less than Sen. Hartke's.

It was Mr. Goldenson's reasoning that a compromise was the best that broadcasters could hope to get. Mr. Goldenson is an eminently practical man, and he may be right in thinking that complete relief is unattainable at the moment. We suggest, however, that compromises are what one settles for after he has argued valiantly for something better.

The attitude of compromise is what has kept broadcasters under the yoke of Sec. 315 since the law was passed 25 years ago.

To some degree it is an attitude reflected by Messrs. Stanton and Sarnoff. For Sen. Hartke's bill is itself a compromise with the maximum relief to be desired—the repeal of all provisions of Sec. 315.

AFTER the nationwide elections of 1952, the NAB announced it would beseech the Congress to repeal the political broadcasting law. We must confess that at the time we editorialized in favor of a more moderate approach. In retrospect we do not admire that position, for those who agreed with it were not only lost to the main effort for correction of the law but also were of no effect in obtaining minor modifications.

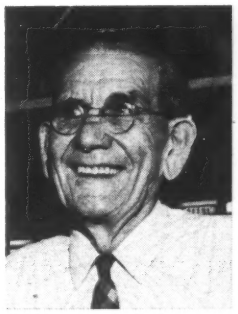
The facts are that for several years after the NAB's announcement no broadcaster made a serious attempt to advise Congress of Sec. 315's imperfections.

In early 1956 the House Commerce Committee held hearings on several bills which, in sum, would have done approximately what Sen. Hartke's present bill would do. These were endorsed by CBS, in testimony by Richard S. Salant, CBS vice president, endorsed with some reservations by NBC, through a statement filed by Thomas E. Ervin, and endorsed in part by the NAB, through the testimony of several witnesses. None of the bills passed.

During the national election campaign in the fall of 1956 the Senate Subcommittee on Elections held intermittent hearings to study the conduct of the campaigns. During those hearings, Harold E. Fellows, president of the NAB, testified that the only solution to political broadcasting problems was the repeal of Sec. 315. At the time no bill of that kind was before the committee, and none was introduced.

The campaign of 1956 proceeded under the same old law. An example of its application occurred. The FCC ruled, correctly, that if President Eisenhower appeared on a scheduled opening of the United Community Fund drive with a statement addressed solely to charitable purposes, Adlai Stevenson and other candidates for the Presidency would be entitled to equal time. A few weeks later the FCC announced it could not decide whether a speech by the President on foreign policy constituted a use of broadcasting entitling others to the same oppor-

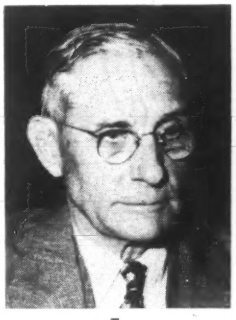
How many of these men can you identify?

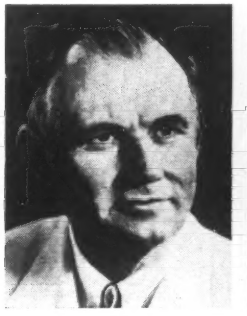

1

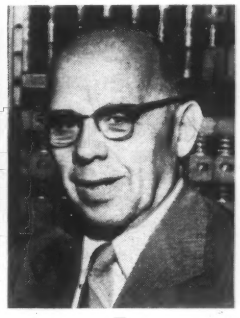
2

3

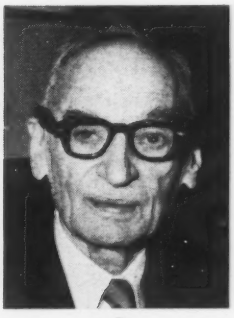
4


5


6


7

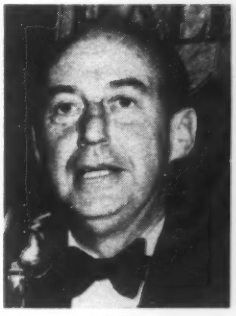
8


9

10

11

12


13

14

Gallery of problems • Some of the men pictured above are obscure, some are famous, but all have one thing in common: They were candidates for the Presidency of the United States in 1956. Under the law all were entitled to the same access to radio and television. In practice not all got what they were entitled to.

Some did not demand their rights, for lack of knowledge about Sec. 315, the political broadcasting law. Others made demands which were ignored or hung up in government red tape until the elections were over and the issue moot. But if all had been alert to the opportunities guaranteed by Sec. 315, you would have been able to recognize all 14 of their faces. These were the candidates in 1956:

1 Fred C. Proehl (Greenback Party), **2** Eric Hass (Socialist Labor Party), **3** Farrell Dobbs (Socialist Workers Party), **4** Henry Krajewski (American Third Party, subtitled the Poor Man's Party), **5** Enoch Arden Holtwick (Prohibitionists Party), **6** Herbert M. Shelton (Vegetarian Party), **7** Darlington Hoopes (Socialist Party), **8** T. Coleman Andrews (Independent States Rights Party, also endorsed by the Constitution Party and the For America Party), **9** Sen. William Langer (Pioneer Party), **10** Sen. Harry Byrd (States Rights Party of Kentucky and South Carolinians for Independent Electors), **11** Ex-Sen. William Jenner (Texas Constitution Party), **12** Lar Daly (America First Party), **13** Adlai Stevenson (Democratic Party), **14** Dwight Eisenhower (Republican Party).

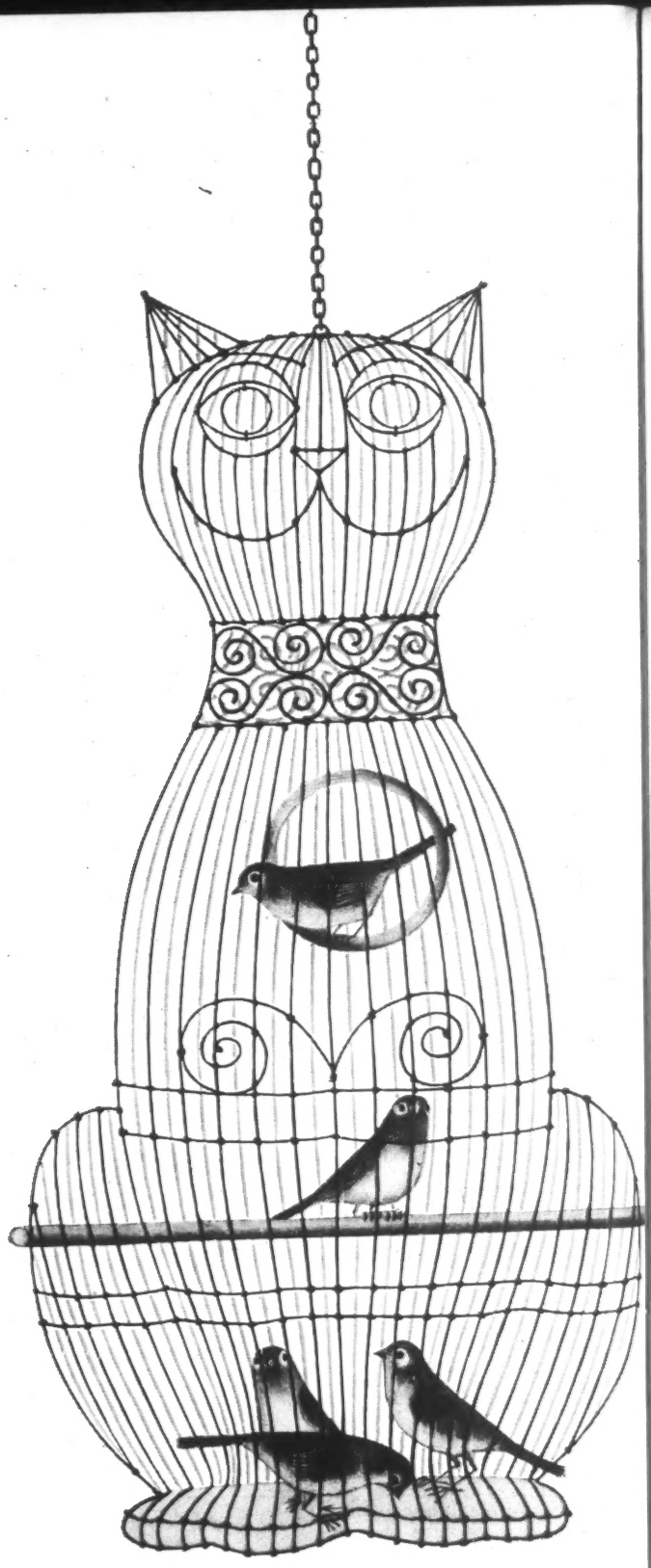
Since 1956 there has been much publicity about Sec. 315. In 1960 there will undoubtedly be at least as many candidates, of one sort or another, and all of them can be expected to know how to take full advantage of Sec. 315—if Sec. 315 is still on the books.

tunity. A week after that, the FCC came to a decision that others were not entitled to time. Meanwhile, however, Mr. Stevenson and other candidates had been put on the air by the bewildered networks.

It was during the 1956 campaign for the office of U.S. Senator in North Dakota that a classic court test of the equal time and anti-censorship provisions of Sec. 315 was precipitated. WDAY-TV Fargo, in accord with the law, put a splinter candidate on the air who made statements which the station was powerless to prevent and which caused a libel suit against the station.

That case was argued two months ago before the U.S. Supreme Court. The fact that a Supreme Court decision may be imminent is noted with comfort by some broadcasters who wish to believe that the court may declare the law unconstitutional and hence preclude the need for Congressional remedies. This is cold comfort indeed. Whatever the

CONTINUED



of course we're pleased to have so many of the Top 10...

Pleased as the proverbial cat that swallowed the canary. And so are the CBS Television Network advertisers who sponsor 16 of the 28 nighttime programs that have won a place in Nielsen's Top 10 reports during the past season.*

But perhaps the Top 10 is not as dramatic an index of network popularity as it used to be—*for today even the 40th most popular program reaches more than 24 million viewers.***

So we are equally pleased to report that in Nielsen's latest nationwide survey we not only have 5 of the Top 10 programs but also 10 of the Top 20, 15 of the Top 30, and 19 of the Top 40.

Indeed, the truest gauge of a network's value, for audience and advertisers alike, lies in the over-all popularity of its entire program schedule.

Significantly, the *average* nighttime program on the CBS Television Network throughout the season has reached an average-minute audience of 23,000,000 viewers—some 2,630,000 more than the average show on the second network and 2,980,000 more than on the third. Our leadership in average nighttime ratings has continued without interruption in the 92 Nielsen reports issued since July 1955.

(In the current season the Network leads in average *daytime* ratings as well.)

These are some of the facts that have impelled the nation's leading advertisers, for the seventh straight year, to commit more of their investment to the CBS Television Network than to any other single advertising medium.

CBS TELEVISION NETWORK

*October, 1958—April, 1959, based on NTI-AA ratings.
**2nd April report, NTI. Viewer data: NTI-AA homes multiplied by ARB viewers-per-set. (Nighttime: 6-11 pm, Sunday—Saturday; daytime: 7 am-6 pm, Monday—Friday)

Sell Flint

home of great '59's... set for a record '59

Two great cars for '59, BUICK and CHEVROLET, mean great things right now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on W F D F.

N B C Affiliate . . . 910 on the dial

Represented nationally by

the KATZ AGENCY

court does, the Congress will not lose interest in political broadcasting.

THERE is only one fundamental argument that can be made for retention of Sec. 315 or for those traces of it which would remain if all the revisions suggested by the most extreme existing bill — Sen. Hartke's — were adopted. That is that broadcasters cannot be counted on to deal fairly with candidates if there is no Sec. 315.

We suggest that a telling attack can be made against that argument.

The long record of broadcasters in presenting broadcasts about political issues and political figures (when they are not active candidates) conclusively proves their desire to be fair. Controversy is treated every day, every year without slanting or bias. It is also treated without the application of any law save the general standards of fairness implied by the law's requirement that the broadcaster serve the public interest.

Indeed, during the most controversial political campaign there is no special law which governs the presentation of news or information about any issue or any person except a candidate.

What is so special about a political candidate that a special law is required to regulate his appearances on radio and television? Does a U.S. Senator who may have appeared in dozens of news spots and interview programs while not an active candidate suddenly become a commodity that broadcasting cannot manage when he announces his intention to run for re-election?

Questions like these, if asked frequently enough and by enough broadcasters are bound to provoke eventually the admission that Sec. 315 makes no sense—for the broadcaster, for the public and, most of all, for the candidate himself.

Questions leading to equally nonsensical answers can be raised about the pending amendments to Sec. 315. We say this with nothing but gratitude toward the sponsors of the amendments. Sen. Hartke, Rep. Cunningham and the many members of Senate and House who have endorsed their proposals or entered similar bills of their own are to be thanked for trying, despite lukewarm broadcaster suuport, to achieve relief for broadcasters.

But however well intended, both the Hartke and Cunningham amendments contain imperfections.

THE imperfections in the Cunningham approach lie chiefly in its inadequacy. It would provide only the limited relief of excluding from the equal time provisions of Sec. 315 the appearances of candidates on news programs. All other provisions of the section would remain intact, and these are no less silly than the equal time provisions.

Mr. Cunningham would leave undisturbed the prohibition against the editing of candidates' remarks and the application of what equal time provisions remained to splinter candidates who have not the remotest chance of election. Even if Mr. Cunningham's amendment had been in effect in 1956, WDAY-TV Fargo would still be fighting a costly libel action in the U.S. Supreme Court.

On the surface, Mr. Hartke's measure is more appealing, but it too offers only limited relief, and in one respect it actually sets a trap for broadcasters.

It would eliminate from equal time provisions splinter candidates in Presidential and Vice Presidential races. It would do nothing, however, to protect broadcasters against equal time demands by candidates for any other office. The extent of the problems which Mr. Hartke would leave unsolved may be measured by the recollection that 72 candidates ran for sheriff in Milwaukee in 1956.

Mr. Hartke's bill would retain the anti-censorship provisions of Sec. 315, but it would relieve broadcasters of liability for libel. This, we suggest, is the trap which Mr. Hartke has unintentionally set and baited. We are not lawyers, but our common sense tells us there is a serious legal question raised by the prospect of the federal government's immunizing anyone in mass communications from libel prosecution. Turn the proposal around and it means that the government has deprived a libeled person of the right to recover damages for his injury. Turn it another way and it means that broadcasting has escaped a minor risk while giving up a major right. As long as radio and television are free from libel suits the government will never give them the authority to edit.

THE more you tinker with attempts to rewrite Sec. 315 the more evident it becomes that the tinkering will create at least as many difficulties as it corrects. Complete repeal is the only solution.

Already, highly placed officials have recognized the imbecilic features of the law. President Eisenhower has used the word "ridiculous" to describe the rigid application of its equal time features. FCC Chairman John C. Doerfer has publicly stated his conviction that the whole section ought to be repealed.

These are powerful supports for the broadcasters' argument. It remains only for the broadcasters themselves to exploit the advantages they lately have been given.

If they fail to exploit them now, it may be years—and certainly not until after another Presidential campaign—before they get another chance.

...keeping up with the Joneses

And the Browns and the Kellys too. Seems more New Yorkers all the time are keeping night-owl hours, judging by the record ratings *The Late Show's* been getting recently. Its average audience this season —722,000 well-to-do *families* nightly—is greater than in any comparable period during its eight-year history. *The Late Show* keeps 'em up . . . as it keeps on presenting more of the finest motion picture entertainment in all television, from Hollywood's top studios.

With whopping audiences every night, no wonder *The Late Show* is completely sold out across the board. But a long list of sales-wise advertisers will tell you it's worth waiting for. Meantime, let your WCBS-TV or CBS Television Spot Sales representative find another profitable perch for you on the top television station in the top television market. Source: Nielsen, Nov.'58 thru Mar.'59

CHANNEL 2 · NEW YORK **WCBS-TV** · CBS OWNED · REPRESENTED BY CBS TELEVISION SPOT SALES

MUSIC-NEWS ON THE SPOT

Commission divided on Atlanta renewals

A troubled FCC is wrestling with music-news radio operations—and how radio's 1959 voice fits in with the Communications Act's mandate that broadcasters shall operate in the "public interest, convenience and necessity."

At issue are seven Atlanta, Ga., radio stations, which have been operating without license renewals for more than a year. Renewal has been held up since last March when the Commission raised its collective eyebrows at what it alleged was little or no agricultural, educational and religious programming on these stations.

The Commission last week discussed a staff report on the Atlanta renewal case—for the second time. It took no action. The subject taken up for the first time two weeks ago (CLOSED CIRCUIT, May 18), is due to be taken up again at this week's Wednesday meeting.

A sharp split has developed on how to handle this matter, it was understood.

One group would approve renewals on the ground that the Commission ought to make a policy determination on what it desires in programming before penalizing any broadcaster.

The other group believes that the Atlanta stations should be utilized as the case to make policy.

Meanwhile, the temper of the FCC on the subject of programming was shown in three other actions:

• The Commission ordered held in abeyance license renewals for two Bartell Group stations, WOKY Milwaukee and WYDE Birmingham. This was because the Bartell Atlanta station, WAKE, is one of the group involved in the Atlanta situation. The Milwaukee and Birmingham stations operate in the Bartell manner, according to the Commission, and it was felt that until the Atlanta case was decided, it would be better to mark time on similarly-operated Bartell outlets up for license renewal.

• One of the Atlanta stations involved in the programming debate had its license renewed—and its ownership transferred in one single action last week. But three commissioners dissented. The FCC approved the sale of WIIN Atlanta by Emil Arnold to Atlanta advertising executive Philip D. Denton and associates for $150,000, after first renewing WIIN's license. The renewal was necessary in order to approve the sale. No judgment was made on the programming issue in this case, it was understood.

Comrs. Robert T. Bartley, Robert E. Lee and Frederick W. Ford dissented in this action.

The other six Atlanta stations involved in the programming issue are WAOK, WEAS, WERD, WGST, WQXI and WJTH (East Point, Ga.).

• Some commissioners' concern with over commercialization became known last week when the FCC approved the license renewal of WDXB Chattanooga, Tenn. Comrs. Robert E. Lee and John S. Cross dissented on the ground that the station showed an excessive number of spots in the station's log. This ran about 2,000 commercial spots per week, it is understood. Also brought into question, it is known, were the amount of WDXB's agricultural, educational and religious programming.

Tv booster operators plan Capitol strategy

The National Tv Repeater Assn. meets in Denver May 29 to make plans for testimony by vhf tv booster operators if and when hearings are held on Capitol Hill on a number of bills affecting boosters and community antenna tv systems. No dates have been announced by the Senate and House commerce committees for hearing the bills.

FCC-recommended legislation has been introduced which would facilitate the Commission's action of last month (BROADCASTING, April 20) legitimatizing vhf boosters by giving the FCC authority to waive requirements that (1) a licensed operator be present at a broadcast station (boosters are unattended) and (2) that licenses not be granted if a station was constructed prior to the grant of its permit (boosters [there are an estimated 1,000 of them] began operating as early as 1954). Also recommended by the FCC—and incorporated in some of the legislation submitted—are bills which would (1) require a CATV operation to get permission to use the programs of an originating station and (2) require a CATV system to carry the programs of the local tv broadcast station upon the latter's request.

In a newsletter to booster operators, Jim Beamer, secretary of the Tri State Repeater Assn. (Montana, Wyoming, Idaho), criticized the FCC for failing to make provision in the proposed bill for boosters built after Jan. 1, 1959, and for not asking authority to regulate CATV systems.

Mr. Beamer said FCC Chairman John C. Doerfer had indicated he would visit Montana to discuss booster problems, but so far hasn't. The FCC was charged with allowing local Montana tv broadcast stations to be killed off by CATV systems by refusing to assume or ask for authority over CATV. He urged booster operators to push to get both vhf boosters and CATV systems considered together in congressional hearings.

A series of editorials earlier in the *Miles City* (Mont.) *Star* criticized the FCC for allowing CATV operators free rein while local tv stations in Montana, faced with competition from CATV, were drying up and tv boosters with them.

Option time filing

The FCC last week extended the deadline for comments on the proposed rulemaking on option time and the "right" to reject network programs (BROADCASTING, April 27) from June 22 to August 3. Both CBS and NBC had requested longer extensions of time to file. CBS had suggested a Sept. 11 deadline and NBC Sept. 22.

Helena catv case returned to FCC

The U.S. Court of Appeals for the District of Columbia last week remanded the Helena, Mont., community antenna case to the FCC. Last year, the Commission granted Montana Microwave permission to feed Spokane, Wash., tv programs to its Helena cable system. Capital City Television Inc., licensee of KXLJ-TV Helena, filed a protest which the Commission ruled did not meet requirements of Sec. 309 (c) of the Communications Act.

In remanding the case to the FCC, the court said the Commission "erred" in dismissing KXLJ-TV's protest, and instructed the Commission to proceed in accordance with Sec. 309 (c), which states that applications granted without a hearing may be protested by interested parties.

In January the Court denied a request by KXLJ-TV for a stay against the FCC grant (BROADCASTING, Feb. 2). At that time, KXLJ-TV, which relays programs of sister station KXLF-TV Butte, asked the FCC for permission to suspend operations for 90 days. Its appeal claimed the station would suffer adverse economic effects from the catv operation.

*ARB, Oct.-'58 and Jan.-Feb.-'59

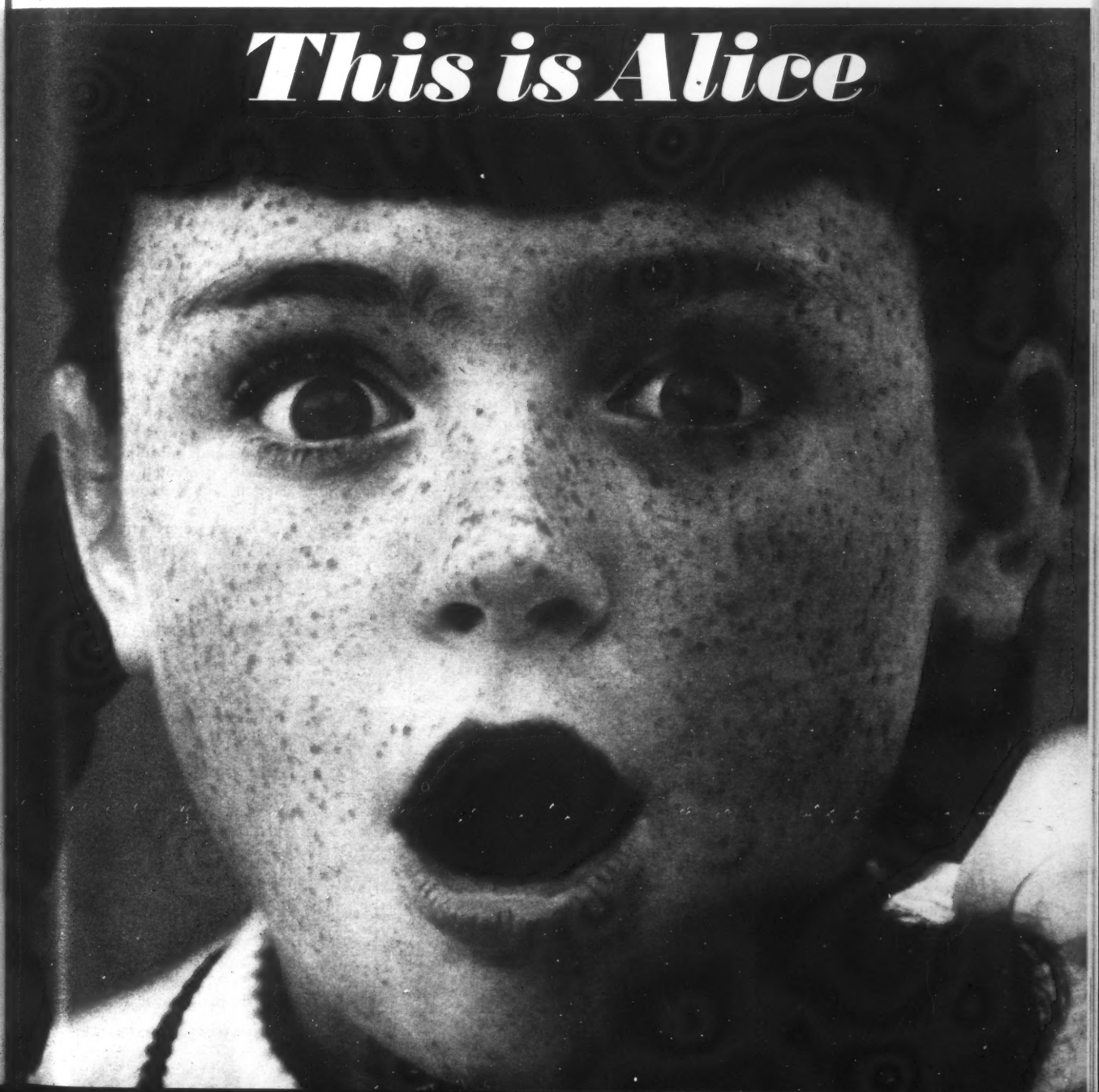
Hits home!

Available now, for the first time off-network, "This is Alice" brings you 13 fresh new first run episodes teamed with 26 first-run, off-network half-hours. They're all designed to hit homes with all-family appeal . . . and all come to you complete with built-in local sales ability. Angel and pixie, this engaging little minor has major appeal and absolutely no rating inhibitions.

FOR EXAMPLE, IN THE HIGHLY COMPETITIVE SEVEN STATION LOS ANGELES MARKET, "ALICE" RATED* FIRST IN HER 7:00 P.M. TIME PERIOD WITH A 22.6 AUDIENCE SHARE. IN PROVIDENCE, "THIS IS ALICE" SCORED A 26.5 RATING, 55.3 SHARE; CINCINNATI, 21.7 AND 41.8 SHARE. IT HAPPENED AGAIN AND AGAIN, MARKET AFTER MARKET!

And now the dynamic selling force behind this vivacious little star is available for every local sponsor seeking network quality programming that hits home with everybody in the family, everywhere! For details contact:

A division of National Telefilm Associates, Inc., 10 Columbus Circle, N. Y. 19, N. Y., JUdson 2-7300 **NTA PROGRAM SALES**



AGAIN
Right on top
in FRESNO

KJEO
1. Current ARB ratings show most audience 6 nights out of 7!
2. Current Nielsen ratings show quarter hour leadership from noon till sign off over the other UHF station and the VHF station.

KJEO—Channel 47, No. 1 for the money, No. 1 for the Central California audience.

KJE channel 47
FRESNO

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W. O. Edholm — Commercial Manager
See your H-R representative H-R

OVERSIGHT PROBE
New quiz June 15 will include FCC

The House Legislative Oversight Subcommittee last week issued a list of government agencies it will investigate, general subjects to be covered regarding each agency and its contemplated rules of procedure.

The subcommittee named 16 agencies, including the FCC, which it will investigate. Hearings are to begin June 15 with panel discussions among officials of the FCC and other agencies, other government officials, lawyers practicing before the respective agencies and representatives of those who are regulated by regulatory agencies (BROADCASTING, May 18)). Of these agencies there are nine, including the FCC.

The subcommittee said it will review and analyze the laws and amendments and the intent of Congress when they were enacted; look into the area regulated by each law and changing circumstances and growth in the field since enactment; consider whether legislative standards in each law can be put in more precise terms to reduce administrative discretion; consider whether rules and regulations drafted by each agency are reconciliable with "statutory standards and legislative intent" and how they have been applied in practice.

Also, review administrative interpretations and practices not covered by rules and regulations, whether the public has been notified of such interpretations and the extent to which administration is by interpretations as distinguished from published rules; look over judicial decisions on agency administration of the law and whether the decisions have enlarged the area of regulation through support of laws, rules, and interpretations; consider whether the agency has enforced laws, rules and regulations; and try to determine whether the agency is independent and bipartisan as Congress intended, how each agency handles its personnel and whether the workload and distribution of personnel is made according to law or through administrative interpretations, coordination with other government agencies or with trade or industry enforcement groups.

Rules empower Chairman Oren Harris (D-Ark.) or any member he designates to issue subpoenas, allows questioning of witnesses in closed session under certain conditions and gives witnesses the right to be accompanied by counsel, but limits counsel's function to advising the witness of his constitutional rights. (Apparently some rules restricting the activities of counsel were designed to forestall prolonged and sometimes heated exchanges between committee members and counsel, such as took place in the group's 1958 hearings.)

Hyde hearing

The Senate Commerce Committee will question Comr. Rosel H. Hyde Wednesday (May 27) before acting on the confirmation of the commissioner's appointment to serve a third term on the FCC. The Idaho Republican's second seven-year stint on the Commission expires June 30. The Committee also will question Earl W. Kintner, Federal Trade Commission general counsel who has been named to be a member of the trade commission, and several other White House appointees, the same day.

Protest change offered

Following recommendations of the Federal Communications Bar Assn., Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.) have introduced bills amending the protest provision of the Communications Act. Messrs. Magnuson and Harris are heads of the respective Senate and House Interstate & Foreign Commerce Committees, to which the bills (S 1898 and HR 7017) were referred.

The bills would amend Sec. 309 so as to limit protest hearings to instances where material and substantial questions of fact are presented and would require explicit and reasoned resolution by the FCC, prior to a grant, of questions of law or policy which do not warrant a hearing. They also would require the Commission to act within 90 days on petitions for rehearing.

Southland denied

The nine-man U.S. Court of Appeals in Washington last week denied a petition by Southland Tv Co. that it review *en banc* the decision of a three-member panel of the court upholding the FCC's July 1957 grant of ch. 12 in Shreveport, La., to KSLA-TV there. Southland, the losing applicant for ch. 12, had appealed the FCC grant and the appeal was denied by Judges Henry Edgerton, David Bazelon and Walter Bastian in a decision last month (BROADCASTING, April 20).

The FCC first made the grant to KSLA-TV in May 1955 and Southland appealed to the court. The court remanded the case because of the death of one of KSLA-TV's principals. The FCC reaffirmed the grant in July 1957.

Michigan Week
May 17-23

We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM **RADIO**
The World's First Radio Station

original NBC affiliates

WWJ-TV
Michigan's First Television Station

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

ORLANDO GO-AHEAD
Court tells FCC to reopen ch. 9 case

An investigative hearing into the Orlando, Fla., ch. 9 case was officially ordered by the U.S. Court of Appeals in Washington last week.

The court told the FCC to look into allegations that off-record conversations were held with FCC commissioners during the 1957 hearing.

The court's action came six weeks after the FCC itself told the court it was reopening the Orlando ch. 9 case but was withholding the setting of a hearing date until the court expressed its wishes.

The FCC awarded ch. 9 to WLOF Orlando in 1957. In May 1958 the appeals court upheld the grant. Losing applicant WKIS then asked the Supreme Court to review this decision. The Supreme Court accepted *certiorari* last November, but remanded the case to the appeals court to look into allegations of *ex parte* representations while the case was in adjudication before the FCC.

These charges were made before the House Legislative Oversight Committee last year. It was stated by a committee investigator that William H. Dial, an Orlando attorney, had spoken to then FCC Comr. Richard A. Mack about the Orlando proceeding. In a statement to the House committee, Mr. Dial said he had spoken against the WKIS application. He said he did so as an interested citizen.

Mr. Mack, who resigned during the House investigation, is on trial on a charge of conspiring to influence the Miami ch. 10 award to National Airlines (see adjacent story).

WKIS had asked the court to appoint a "special master" to take evidence on the influence charges. The court, however, remanded the case to be handled similarly to proceedings in the Miami ch. 10 and Boston ch. 5 cases: appointment of a special examiner to hold an evidential hearing to determine the nature and source of all *ex parte* pleas and other approaches to the Commission and any other factors which might require disqualification of some commissioners or applicants. The court, retaining jurisdiction, asked that the Commission report progress on the case within 60 days.

The court said the Commission could "within its discretion" maintain existing services.

The court's decision was written by Circuit Judge Charles Fahy, for himself and Judges George T. Washington and John A. Danaher. Judge Danaher in a separate view said that since the Supreme Court had held that the appeals court's 1958 decision affirming the grant was vacated, the lower court could not retain jurisdiction.

Dead giveaway

Lift the sponsor identification requirement on radio-tv "teaser" advertising.

This was the plea of NAB last week as the organization petitioned the FCC to relax its rules for sponsor or product identification for all on-air advertising. Claiming that "effectiveness" of the so-called teaser ad is destroyed by identification, NAB pointed out that the teaser is "designed merely to stimulate interest in future substantive commercial announcements" which do identify the product or sponsor. NAB declared that FCC rules should be amended to recognize this difference.

Sen. Kefauver gets Mack trial subpoena

Defense counsel in the criminal conspiracy trial of former Comr. Richard A. Mack and his friend Thurman A. Whiteside last week subpoenaed Sen. Estes Kefauver (D-Tenn.) to testify on June 1. Sen. Kefauver is a friend of A. Frank Katzentine, president of WKAT Miami, one of four applicants for Miami ch. 10. Counsel for Mr. Whiteside also have issued a subpoena for Mr. Katzentine to appear today (May 25) in the trial.

Sen. Kefauver has said he spoke to some FCC members while the Miami ch. 10 case was pending before the Commission.

Testifying last week was Mrs. J.S. Grisillo, a bookkeeper in Mr. Whiteside's Florida law office. Government prosecutors questioned her on payments made by Stembler-Shelden Insurance Agency, which Mr. Whiteside controls, to Mr. Mack during the latter's tenure at the FCC. Mrs. Grisillo also is president of Andar Inc., a company Mr. Whiteside owned and turned over to Mr. Mack. Mr. Mack since has given up Andar ownership.

Defense counsel attempted to question Mrs. Grisillo on payments made by the insurance firm to Mr. Mack before he joined the FCC, but Federal District Judge Burnita S. Matthews refused to allow any evidence of these payments but a listing of dates. The defense sought to indicate the Mack-Whiteside financial relationship was in operation prior to Mr. Mack's tenure at the FCC.

The trial was recessed Thursday and Friday (May 21-22) while Judge Matthews attended a judicial conference. The defendants are charged with conspiring to cause ch. 10 to be awarded by the FCC to a subsidiary of National Airlines.

THE FEDERAL BAR
Lawyers, U.S. bureaus to meet on procedure

Washington lawyers who specialize in practicing before federal agencies decided last week they ought to get together with the agencies and try to standardize some of the practices and procedures. The result may even be a uniform code of ethics for all federal agencies and the lawyers who practice before them.

A proposal calling on Congress for legislation to establish a continuous, permanent Conference on Administrative Procedure was adopted last week by the Judicial Conference of the District of Columbia Circuit. It asked the President to call an interim conference and after that to recommend legislation to the Congress.

The proposal was passed following a report on problems of administrative law and procedure by a special working group, chaired by William C. Koplovitz. Other communications lawyers on this group were:

Donald C. Beelar, Jay D. Bond (FCC examiner), Ben C. Fisher, John L. FitzGerald (FCC general counsel), Robert L. Heald, Bryce Rea, Jr. Richard A. Solomon (former FCC assistant general counsel now with the Dept. of Justice) and Thomas H. Wall.

The group recommended that a permanent conference on administrative procedure be established as soon as possible. This was passed unanimously by the conference. There were three proposals on how best to accomplish this. The first was to work through the attorney general, the second, by legislation, and the third, through the agencies concerned. It was the second proposition that won a majority of conference votes.

The purpose of the permanent conference, it was pointed out, would be to eliminate undue delay, expense and volume of records, to develop uniform rules and to achieve greater efficiency and economy.

The yearly Judicial Conference comprises the judges of the U.S. Court of Appeals and the U.S. District Court in the District of Columbia and lawyers whose practice brings them into these courts most frequently. Chief Circuit Judge E. Barrett Prettyman presided.

KCCC-TV drop-in bid asks less separation

KCCC-TV Sacramento, Calif., uhf outlet on ch. 40, last week asked the FCC to institute rulemaking to reduce the minimum required mileage for tv co-channel separations in Zone II from 190 miles to 100-125 miles to provide more vhf drop-in stations pending the FCC's negotiations with the Office of Civil Defense Mobilization for more of the vhf spectrum for tv broadcasting.

KCCC-TV also submitted a proposed system of vhf drop-ins for 11 northern California markets. The Sacramento outlet said existing uhf outlets should get first chance at dropped-in vhfs and suggested ch. 8 for itself. The KCCC-TV plan follows:

Bakersfield, chs. 10, 13, 8, 2; Chico, 12; Eureka, 3, 6, 13; Fresno, 12, 4, 5, 7, 9; Sacramento, 3, 6, 10, 8; Stockton, 13; Salinas-Monterey, 8; San Francisco-Oakland, 2, 4, 5, 7, 9; San Jose, 11; San Luis Obispo, 6; Santa Barbara, 3. KCCC-TV said directional antennas and precision offset might be required where necessary.

Beaumont ch. 6

A request that U. S. Court of Appeals order the FCC to make a decision on the present record of Beaumont, Tex., ch. 6 case and not be permitted to reopen the record for further testimony under consideration by the court May 15 followed opposition filed by the FCC and KFDM-TV Beaumont to Enterprise Co. (KRIC Beaumont) petition earlier in week. Enterprise claimed FCC misunderstood court's remand earlier in year which ordered the Commission to make finding on payment of $55,000 to the applicant who withdrew (BROADCASTING, Feb. 2). It said the court meant the FCC to make ruling on record, not reopen the case. Both the FCC and KFDM-TV denied Enterprise construction of court remand. Payment of $55,000 was for out-of-pocket expenses made to third applicant, KTRM Beaumont, by KFDM when the former withdrew. Money was loaned to KFDM by W. P. Hobby (*Houston Post*-KPRC-AM-FM-TV) who holds option to buy 32.5% of KFDM-TV if the grant is made final. FCC granted ch. 6 to KFDM in 1954. Hearing on remand was scheduled by FCC to begin June 4.

Multiplex stereo

Electronics Industries Assn. last week asked for a six-month extension of the date for comments in the FCC's inquiry into standards for use of fm multiplexing in stereophonic broadcasting. The FCC on March 12 split stereo from its overall inquiry into fm multiplexing uses. Comments on this separate inquiry on stereo are due June 10. EIA said it established the National Stereophonic Radio Committee last December to make detailed technical studies for compatible stereo broadcasting and that the studies won't be completed in time.

• Government notes

• The FCC hearing on Miami, Fla., ch. 6 has lost one of its four applicants with the all but official withdrawal of Gerico Investment Co., whose ch. 17 WITV (TV) Ft. Lauderdale suspended operations over a year ago and has not participated in the hearings. The remaining contenders for the facility are Publix Television Corp., South Florida Amusement Co. and Coral Television Corp.

• A Memphis, Tenn., chancery court jury has ruled that no contract existed between station broker Allen Kander & Co. and the sellers of WDIA Memphis. The verdict was brought in two weeks ago in the Kander company's $50,000 suit against Bert Ferguson and John R. Pepper, the sellers of the station and also against Egmont Sonderling and associates, the buyers. The suit against Mr. Sonderling and his associates was dismissed by the judge. WDIA was sold by Messrs. Ferguson and Pepper to Mr. Sonderling's group in 1957. The price was $1 million.

• RCA Communications Inc.'s Thomas H. Mitchell was scheduled last week as the lead-off witness in the FCC's in-depth study of the non-government services in the radio spectrum between 25 and 890 mc, to begin today (Monday). Other witnesses scheduled to appear later this week include representatives of AT&T, Motorola Inc. and National Mobile Radio System. Broadcasting witnesses will not appear until at least the third week of the hearings (BROADCATING, April 27).

• Metropolitan Philadelphia Educational Radio and Television Corp. last week applied for ch. 12 Wilmington, Del. The facility, last operated as WVUE (TV) by Storer Broadcasting Co., has been the object of both commercial and educational interests (BROADCASTING, Feb. 23). Rollins Bradcasting Co. and a partnership composed of Egmont Sonderling, Richard Goodman, Mason A. Loundy and George T. Hernreich have also applied for the channel.

• The petition of WTHI-TV Terre Haute, Ind., to consolidate in one proceeding its applications for chs. 2 and 10 in Terre Haute, now designated for two separate proceedings, was turned down by the FCC last week. At the same time the Commission denied the request by Illiana Telecasting Corp. that WTHI-TV be required to elect which of its applications to prosecute. WTHI-TV has applied for renewal of its license on ch. 10 in Terre Haute in comparative hearing with Livesay Broadcasting Co. for a new outlet on that channel. Illiana Telecasting and WTHI-TV are in comparative hearing for a new tv station on ch. 2 in Terre Haute.

• KOBY San Francisco last week dropped its petition asking the FCC to reconsider its assignment of call letters to KOFY San Mateo, Calif., similar to those of KOBY. The San Francisco station had held that some listeners and advertisers had become confused over which station is which. KOBY, in withdrawing its petition, explained that the damage it suffered as a result is "already done" and that it would be useless to pursue the matter.

• John W. Powell last week dropped his application for ch. 23 in Yakima, Wash., leaving three contestants in hearing for the uhf facility: Charles R. White; Yakima Tv Corp. (principals in KELP-AM-TV El Paso and KXLY-AM-TV Spokane), and Yakima Valley Tv Co. (Ralph Tronsrud, realtor).

• The U.S. Court of Appeals in Washington on May 14 affirmed the FCC's decision adding two uhf channels at Bakersfield, Calif., making a total of three uhf channels (17, 29, 39) and one vhf (10) in that city. KBAK-TV Bakersfield (ch. 29) had asked review of the order, issued by the FCC without deciding on that station's petitions to make the city either all uhf or all vhf.

Bids flood FCC

A flood of filings hit the FCC May 15 before the effective date of the FCC's new rule on "cut-off dates" for am applications (BROADCASTING, April 13). A total 120 applications were filed on May 15 deadline of which 30 were for new am stations and 90 for changes in station facilities or amendments to applications. Still others had piled up during the week. The FCC, to expedite the backlog of 1,400 am applications, set a cutoff date for all applications for new stations or amendments or changes which would affect the first 50 applicants on the backlog. Other cutoff dates will be set for subsequent groups of 50 applications as FCC works off backlog. The original group of applications affected under the new cutoff policy included 269 radio applications.

WMBD

FIRST with NATIONAL ADVERTISERS!

70% USE WMBD RADIO EXCLUSIVELY

Week of March 16, 1959
44 Nat'l. Advertisers
in Peoria Market
(Scotti Bureau)

FIRST with AUDIENCE!

6:00 A.M.—12:00 NOON
6:00 A.M.— 6:00 P.M.
6:00 A.M.—12:00 MID.
(NOV. '58 PULSE)

FIRST with ADULTS!

6:00 A.M.—6:00 P.M.
(NOV. '58 PULSE)
(AUDIENCE COMPOSITION)

Exclusive National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

RAB SEES HIGHER BUDGET

Record membership growth also cited

A more than $1.1 million budget and a station membership of about 1,100 by the end of this year.

That was the good news prediction from Radio Advertising Bureau officials to their board of directors at a semi-annual meeting in New York Wednesday (May 20).

Kevin B. Sweeney, RAB's president, also ticked off several "good news" items for the board. These included predictions for increases in both local and national radio business in the fall (BROADCASTING, May 18) and additional plans for "on target" research (listening habits of actual purchasers of products).

Mr. Sweeney based his membership-budget report on a current record total of 970 stations.

Board actions took in the following: Warren Boorom, director of member service, and Miles David, promotion director, elected vice presidents (see FATES & FORTUNES, page 88); approval of 58% of the budget to develop national business (42% alone going to promotion of an expansion in radio by retailers), and approval of plans to expand the fall regional management conferences from seven to eight (they begin Sept. 2).

Department Store Business • Still other results: Authorization for RAB to negotiate a contract with the "victorious" department store in the Bureau's "$64,000 challenge" competition, election of Gustav Brandborg, KVOO Tulsa, to the board and Herbert Evans, Peoples Broadcasting Corp., as member of finance committee, and "accelerated" the program for RAB to have its own building in midtown Manhattan after the board heard a preliminary report on available locations.

In the department store competition, RAB plans to co-finance a study of "radio item selling" in the winning store as well as direct the store's radio activities for a full year. The store will be selected in about a week from a list of 41 which are interested and qualified. The meeting was presided over by Allen Woodall, WDAK Columbus, Ga., board chairman.

Kansas convention

The Kansas Assn. of Radio Broadcasters held its ninth annual convention over the past weekend at the Lassen Hotel in Wichita, beginning Friday (May 22). Sen. Andrew F. Schoeppel (R-Kan.) was to address the Saturday luncheon and his talk to be carried on KFH Wichita. Other speakers: George Armstrong, vice president, Storz Stations; FCC Comr. Robert E. Lee; Clifford Barborka, vice president, Robert Walton, farm director, and Stuart Cochran, all of John Blair & Co., and Douglas Anello, NAB chief attorney.

Delegates heard discussed a proposed radio-tv-newspaper weather relay system for the state. Thomas P. Bashaw, KFH, and James Platt, KBTO El Dorado, planned the KARB convention.

From the ground up • groundbreaking ceremonies were held last Monday (May 18) for what is reported to be one of the tallest man-made structures in the world. On this site (see picture) on Brown Hill in Raymond, Me., WGAN-TV Portland is erecting its 1,619-foot tv tower. Clinton A. Clauson, governor of Maine, is shown marking the official start of construction. With him were: (l to r) Creighton E. Gatchell, vice president and general manager of Guy Gannett Broadcasting Services, licensee of the outlet; Mrs. Jean Gannett Williams, president of GGBS; Gov. Clauson, and Samuel G. Henderson, vice president in charge of tv, GGBS. The Kimco tower, designed, fabricated and to be erected by the Kline Iron & Steel Co., Columbia, S.C., will require 100 acres of land for the long guy wires. A new transmitter building will also be constructed.

RADIO PRESS

ANNOUNCES SECOND GROUP OF NEWS EXCHANGE AWARD WINNERS

Radio Press, Inc., takes pleasure in announcing the second group of winners in its mutual news exchange plan. Under this system, more than 3000 newsmen of U. S. Radio Stations have the opportunity to win cash awards for the best local stories of national significance submitted to Radio Press for re-distribution to its subscribers.

TOP COVERAGE AWARD, A Steelman "Transitape" Portable Tape Recorder, to Station WERE, Cleveland, Ohio. "For outstanding coverage of its midwest area, including St. Lawrence Seaway opening and local unemployment problems; and for the cooperation by reporter Bill Jorgenson with the Radio Press "Task Force" covering the East-West Foreign Ministers conferring in Geneva, Switzerland.

$100 CASH AWARD

To Art MacDonald of KREM, Spokane, Wash. "One of 3 newsmen permitted to talk with the desperate convicts in control of Montana State Prison, he reported the tense, danger-packed scene from within the prison walls as negotiations continued for release of 18 hostages."

$75 CASH AWARD

To Bill Harrington, WHDH, Boston, Mass. "For within-the-walls coverage of 59 mutinous convicts at Concord Reformatory in Massachusetts."

$50 CASH AWARD

To Bob Runyon, WKMH, Dearborn, Mich. "For his vivid reporting on the arrest of an escaped mental patient for the murder of a 5-year old son of deaf mute parents in Detroit."

SPECIAL $10 CASH AWARDS

Bill Crandall, WIBC, Indianapolis, Ind. "For his timely reporting of the conviction of Connie Nicholas."

Jim Fritts, KAGI, Anacortes, Wash. "For his gripping description of a U. S. Navy Plane Crash, nine killed."

Bob Jenkins, WEZL, Richmond, Va. "For his deadline reporting of a mystery shot fired at Virginia's Governor, J. Lindsey Almond."

Dale Moore, General Manager, KBMN, Bozeman, Mont. "For his actuality interview with the Montana National Guard Commander who led the final assault on Prisoners rioting in Montana State Prison at Deer Lodge, Mont."

Mike Stein, WAKR, Akron, Ohio. "For his consistently clear and timely reporting of a strike which disrupted the rubber industry."

RADIO PRESS, INC. also takes pleasure in announcing its move to enlarged and permanent quarters effective May 18th. The new Radio Press facilities include the most modern, up-to-date electronic equipment — making Radio Press a complete, self-contained communications center to better serve its clients. Address remains the same.

WRITE, CALL OR WIRE FOR FREE BOOKLET

RADIO PRESS

18 East 50th St., N. Y. 22, N. Y., PLaza 2-0650

George Hamilton Combs, President

$5.6 million sale closed in Charlotte

Checks totaling $5.6 million were distributed to stockholders of WSOC Broadcasting Co. (including E. E. Jones, Hunter Marshall, R. S. Morris and others) week before last as the purchase of WSOC-AM-FM-TV Charlotte, N.C., by the James M. Cox Enterprises was officially closed (BROADCASTING, April 13).

Carolina Broadcasting Co., new owner of the Charlotte stations, will be headed by Cox radio-tv executive director J. Leonard Reinsch, it was announced. Mr. Reinsch disclosed, however, that Larry Walker, formerly president of WSOC Broadcasting, would remain in charge of WSOC-AM-FM-TV as executive vice president of the new firm. Other officers of the new company are Raymond Sadler, vice president, Robert Morris, treasurer and assistant secretary and Robert Snyder, secretary and assistant treasurer.

Other Cox stations include WHIO-AM-FM-TV Dayton, Ohio, WSB-AM-FM-TV Atlanta, Ga., and 42.5% of WCKT (TV) Miami, Fla. Newspapers in the Cox group are: *Atlanta Journal* and *Constitution, Miami Daily News, Dayton News and Journal Herald* and *Springfield* (Ohio) *News and Sun.*

Small stations oppose minimum wage hike

Increase of the minimum hourly wage to $1.25, as proposed in pending legislation (S 1046), was opposed at the May 13-15 meeting of Pennsylvania Assn. of Broadcasters, held at Bedford Springs.

A resolution approved by PAB explained that many small market broadcasters must conduct training programs for announcers, engineers, writers and others, many of whom never attain the skill or efficiency needed for permanent employment. PAB held training programs not to exceed six months be excluded from any increase in the minimum hourly wage.

Victor C. Diehm, WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, explained in comment submitted to the Senate Labor Committee that many small stations must train local people for semi-skilled positions. Often, he said, from 10 to 25 people are tried out for one to three months, with only a small percentage being hired. In addition, many of those who work on small stations move to larger markets and larger stations.

Closing the deal • WSOC-AM-FM-TV Charlotte, N.C., officially becomes part of the James M. Cox interests as new president Reinsch (r) presents a $5.6 million dollar check to Mr. Jones, principal owner of the WSOC-AM-FM-TV selling group.

Editorializing favored in Wisconsin

Editorializing by broadcasters on local issues won support at the Wisconsin Broadcasters Assn.'s 30th annual spring meeting in Milwaukee last week.

Both H. V. Kaltenborn, pioneer commentator, and Gov. Gaylord Nelson of Wisconsin came out strongly for editorializing by radio and tv stations during the one-day meeting at the Plankinton Hotel May 19.

Mr. Kaltenborn asserted broadcasters should take stands similar to their newspaper counterparts on important community issues. He also scored the FCC's Lar Daly decision on newscasts and equal time provisions of political broadcasting, charging that Sec. 315 has become outdated. WBA adopted a resolution favoring editorializing.

Other speakers included Charles Tower, NAB manager of broadcast personnel and economics, and Mayor Frank P. Zeidler of Milwaukee. Mr. Kaltenborn spoke at the annual banquet, which this year honored the commentator and his wife.

WNHC-FM to QXR-FM

WNHC-FM New Haven-Hartford, Conn., is the key station in New England for the QXR-FM Network. The fm network is operated by Interstate Broadcasting Co. (WQXR), New York. WNHC-FM, a Triangle station, will originate programs for QXR-FM affiliates to be added in Massachusetts and Rhode Island.

Networks must control own content—Cowan

Networks must be the final judge in determining what programming they send out over the airways, CBS-TV Network President Louis G. Cowan told the Washington (D. C.) Advertising Club last week.

"I think broadcasters must take and keep the responsibility for the final determination of the best possible programs in the best possible sequence and with the best possible range, variety and choice—and then say to the advertiser this, we submit, is what we honestly think is best," Mr. Cowan said.

"If we think that our determination of the program schedule includes enough westerns, enough symphonies, we should stick to that and not permit an advertiser to insist on one more western or one more half hour of chamber music because that suits his particular purpose or whim." Mr. Cowan stressed that he was not talking about network financial interest or production of programs.

However, he said, "a network should be the judge of its own program schedule, subject of course to the great popular jury [the public], but solely on the basis of program content, not on the basis of who owns or produces the program."

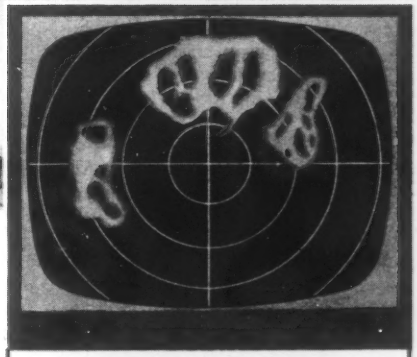
The CBS head did not refer to any specific program or network critic. He did hit back at those who criticize the networks' alleged lack of creativity. All the arts, he pointed out, are struggling for creativity in this age.

Networks, stations, advertisers and agencies all must help advance creative programming ideas, Mr. Cowan told his audience. He said CBS has a large creative staff from which to draw and is offering five $5,000 grants-in-aid to promising young writers. "The failures are far more frequent than the successes," Mr. Cowan stated in citing the $500,000 CBS spent on *The Magnificent Montague,* which never reached network exposure. "The important thing is that we are reaching out for new writers."

Mr. Cowan spoke to the Ad Club in commemoration of "Television Day." Included in the audience were four members of the FCC.

Small market am rep

A new national station representative was formed last week specifically to handle sales and service problems in smaller market radio. The Gene Bolles Co., 510 Madison Ave., New York, announced that KPBA Pine Bluff, Ark., and WKKO Cape Canaveral, Fla., are its first clients.



Black holes inside the white show areas of heaviest precipitation. Hooked finger formation indicates tornado funnel.

LIVE WEATHERCASTING

with COLLINS Weather Radar

A Collins Weather Radar Station keeps you and your viewers "on top" of the weather. Severe weather areas can be spotted immediately and reported in the time it takes to flash a live picture on the screen.

- Collins Weather Radar — ready for immediate delivery.
- Easily installed by your personnel.
- Simplified operation — requires no technical experience.
- Proven maintenance-free operation.

Capture audiences in your market with live weather programming. Call or write your nearest Collins Broadcast representative, or Collins Radio Company, Broadcast Sales Division, Cedar Rapids, Iowa.

RADIO AND TELEVISION STATIONS NOW PROGRAMMING LIVE WEATHER SHOWS WITH COLLINS WEATHER RADAR

WSB-TV, Atlanta • WBRZ, Baton Rouge
WBEN-TV, Buffalo • WMT-TV, Cedar Rapids
WBKB-TV, Chicago • KRLD-TV, Dallas
WFAA-TV, Dallas
WWIL (Radio), Ft. Lauderdale
KSTP-TV, St. Paul
KVKM (Radio), Monahans, Texas
WTVT-TV, Tampa

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

AB-PT NET UP 25%
Stockholders okay 'Firestone' jettison

Loss of the *Voice of Firestone* program for next season was responsible for vocal resentment among a segment of stockholders attending the 7th annual meeting of American Broadcasting-Paramount Theatres Inc., last Tuesday (May 19) in New York. However, less than 50% of the estimated 200 persons attending signaled their affirmation when a show of hands was called to see how many were against the program's departure.

Leonard H. Goldenson, AB-PT president, said it was with "deep regret" that an agreement could not be worked out for a time slot satisfactory to Firestone. The proposed offer of a later time was forced upon the network because of the "lack of sufficient audience appeal" during its 9 to 9:30 p.m. segment, he explained. Since other advertisers did not want to sponsor shows next to the Firestone program in its present time, it means that instead of ABC-TV reaching 3.5 million tv homes, it will reach an estimated 14 million tv homes, Mr. Goldenson commented.

In reporting on the company's business, Mr. Goldenson said first quarter net operating earnings rose 25% over the like period in 1958 (BROADCASTING, May 4). Re-elected at the meeting for another year were 12 directors of AB-PT. Joseph A. Martino and Alger B. Chapman were new directors elected to the board (see FATES & FORTUNES).

Tv Role Climbs • The broadcasting operation now represents the major source of AB-PT's income and future earnings, President Goldenson stated. To emphasize this fact, he called on Oliver Treyz, president of ABC-TV, to describe the growth of both the tv medium and that of ABC. New programs scheduled for the fall were also introduced to the group through colored slides, with comments by Mr. Treyz.

Briefly, Mr. Goldenson told of the company's expansion and remodeling plans in New York and Hollywood (BROADCASTING, May 4), that the company's five owned tv and radio stations have also continued to show improved results, and that the ABC Radio Network is continuing to improve its operation. It has been operating at a loss, he declared, as are the other radio networks, but "this loss has been reduced."

As for theatre business, Mr. Goldenson said it is currently running ahead of last year. The company will continue to dispose of losing theatre operations, he said. At least 100 more theatres will be divested from the company within the next few years, the group was told.

Miami Shines in Moscow • Ralph Renick, vice president in charge of news, WTVJ (TV) Miami, and a group of prominent Miami business and professional leaders met with Russia's Nikita Khrushchev on Wednesday (May 20) for a two-hour exclusive interview in the Kremlin. In this Associated Press Radiophoto from Moscow, Mr. Renick (at left, foreground) is seated next to the Soviet premier who clasps the hands of Frank Smathers Sr., father of Sen. George A. Smathers (D-Fla.). At the extreme right is Jose Ferre, a Miami industrialist. Others in the picture were not identified.

Mr. Renick, who also is president of the Radio-Television News Directors Assn., took notes during the interview with the Florida group he led. The Miamians accompanied Mr. Renick on a three-week European trip what started May 7 with stops at Paris, Copenhagen, Leningrad, Moscow, Budapest and East Berlin. The interview was claimed to be the first granted a group of American business and professional men and produced news carried in broadcasts and on front pages of newspapers throughout the world. Com-

Discs, Electronics, Tourists • AB-PT's phonograph record company, Am-Par Records, showed "excellent improvement" this past year over 1957, Mr. Goldenson said. In addition to a major interest acquired recently in a New York pressing plant, other acquisitions may be made to broaden Am-Par's operation, he disclosed.

The three electronic companies in which AB-PT has a stock interest have continued to increase their sales, Mr. Goldenson reported. Products of these companies—Microwave Assoc., Technical Operations, and Dynametrics Corp.—were on display in the lobby of Studio TV-2, site of this year's annual meeting.

Greater diversification within the entertainment field was evidenced by Mr. Goldenson with the announcement of the purchase of Weeki-Wachee Spring, a 600-acre tourist center in Florida. Under the supervision of AB-PT's Florida State Theatres chain, Weeki-Wachee will be developed to create greater tourist interest, he added.

When asked why ABC-TV does not try to keep more of its business "within the family," Mr. Goldenson said "you should find creative work wherever it can be found. . . ."

Rumblings in strike aftermath at NABET

As an aftermath of the settlement of work stoppage at NBC by the National Assn. of Broadcast Employes & Technicians, certain factions within NABET last week were reported to be displeased with the conduct of the 19-day walkout and urging an investigation by the union's headquarters.

The agreement, ratified by members on May 15, (AT DEADLINE, May 18), granted NBC several concessions beyond those that touched off the dispute —jurisdiction of taped programs produced abroad. There were reports that the NABET local in Hollywood had passed a resolution criticizing G. Tyler Byrne, union executive vice president in charge of network relations, for his strategy during the work stoppage and recommending disciplinary action.

A spokesman for Mr. Byrne said he would have "no comment" on any development connected with the work stoppage.

The Ones That SERVE Are The Ones That SELL

In DES MOINES... KRNT RADIO and TV

In this area, most people have learned through years of experience that KRNT and KRNT-TV stand above all others in service to the public, day in and day out. Most people turn to these stations for help and information. During Iowa's blizzard of March 5 and 6, worst in the past decade, more Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the time to KRNT TOTAL RADIO for storm news and information than all other stations combined!

Another outstanding example of public service occurred when KRNT-TV, in cooperation with the local Medical Society, planned and televised coverage of a "miracle" heart operation. Television made it possible for all Central Iowa doctors to benefit from viewing a new "mechanical heart" in actual operation.

Still another public service "tie-in" was with Goodwill Industries of Des Moines. A completely isolated appeal for neckties for re-sale by Goodwill Industries resulted in a landslide of ties to KRNT-TV's dominant emcee personality.

No wonder most people listen to, believe in and depend upon KRNT and KRNT-TV . . . selling Iowa because they're serving Iowa. In 1958, KRNT-TV presented 5,620 public service announcements; KRNT RADIO presented 5,628.

Serves BEST...Sells BEST In DES MOINES....

KRNT
RADIO and TV

Represented by The KATZ AGENCY

BREAKING ALL RECORDS . . .

. . . IN BUSINESS ACTIVITY, THAT IS

IN MIDDLE GEORGIA. . . .

. . . 1958 Retail Sales up 8.75%. Greatest increase of any Georgia Metropolitan Area.

. . . 1959 Home Building up 234% thus far. More than double any other Georgia Metropolitan Area.

. . . Employment up 38.2%.

. . . Total Railroad Carloadings up 28.1%.

PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!

CH. 13 MACON, GEORGIA WMAZ-TV

CBS - ABC - NBC

CBS WMAZ RADIO 50,000 WATTS

BLAIR EXPANSION

Rep merges radio arms to help sales, buyers

Formation of a creative and marketing services division to boost the sale of radio time and help buyers to get more out of it was announced last week by John Blair, president of John Blair & Co., station representative.

Clifford J. Barborka Jr., vice president and manager of the Blair midwest office, will move from Chicago to New York to head the new unit, effective July 1. The division will be formed through a consolidation of the company's creative, sales development, and marketing research activities, with "substantial enlargement" of personnel. Its first year's budget is expected to run to $200,000.

MR. HARRISON

MR. BARBORKA

The new creative and marketing services division vice president has been with the Blair organization since 1952, following service with NBC Spot Sales and, before that, the Pepsodent Div. of Lever Bros., where he had charge of field tests of merchandising plans.

Harrison Named • Mr. Barborka will be succeeded as head of the midwest office by Thomas C. Harrison, who has been elected a vice president. He has been a sales executive in the Blair New York office since early this year, and formerly was with the company from 1954 to 1957, when he resigned as head of the St. Louis office to become a vice president of ABC.

Mr. Harrison will be replaced in New York by Albert C. Long, who joined Blair in 1955 and has been head of the sales development department for the past two years.

Esther Rauch of the Chicago staff will move to New York as assistant to Mr. Barborka. She joined the company in 1957 as midwest sales development manager. Before that she was with the Leo Burnett Co., Chicago, and with KSTP St. Paul, WMT Cedar Rapids, and CBS in Chicago.

In announcing formation of the new division, Mr. Blair said that "in the media field today, creative selling is of paramount importance." And Mr. Barborka, he continued, has switched large appropriations from other media to spot radio, through creative selling.

In his new post Mr. Barborka will have available the assistance of an expanded radio research staff, Mr. Blair reported. He said Robert Galen, formerly research director of ABC films, had joined as radio research specialist, and that Mr. Galen would be aided by Frances Sweat, formerly of Rorabough Reports Inc. The research department is headed by Vice President Ward Dorrell.

ABC affiliates meet

ABC's special affiliates committee which defended network practices before the FCC in Barrow Report hearings last year met Thursday and Friday (May 21, 22) in Washington to work up a statement on the FCC proposals to revise option time rules (BROADCASTING, April 27). The group agreed to circularize all ABC affiliates to get a consensus on various elements of the Commission proposal, but agreed that attack will be centered on a suggested cut in option time from three hours per segment to 2½ hours.

The committee is headed by Alex Keese, WFAA-TV Dallas, and comprises J.J. Bernard, KTVI (TV) St. Louis, Thomas P. Shelburne, WNEP-TV Scranton-Wilkes-Barre, Philip P. Allen, WLVA-TV Lynchburg (Va), Fred Houwink, WMAL-TV Washington. Roger Clipp, WFIL-TV Philadelphia, Willard E. Walbridge, KTRK-TV Houston, and Donald D. Davis, KMBC-TV Kansas City. Attorney is Morton H. Wilner, Washington.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WOV New York, N.Y.: Sold by Morris S. Novik and associates to Bartell Broadcasters Inc. for $1.5 million with $450,000 down payment and remainder to be paid over 4½ years. Bartell stations include WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, KYA San Francisco, WYDE Birmingham.

Present programming policies of 33-year-old New York outlet (specializing in Italian language and Negro programming) will be maintained, announcement said. Station maintains studio in Rome. Melvin Bartell, who studied opera in Italy before joining his brothers in radio, will become WOV president-general manager. Ralph N. Weil, present executive vice president and general manager of station, will become Bartell vice president in charge of national sales for whole Bar-

This is the kind of hold our station has on people...

That's the miracle of our country's heartland out this way. Roots go deeper. More people own homes (68% against a national 55%). They live in them, proudly and permanently, as their children buy, and furnish, more! Men here are highly skilled in many fields—richly rewarded. In our area, alone, 3⅓ billion dollars are expended annually on living. Pleasantly.

Our station—locally owned, staffed and programmed—is almost compulsively attuned to our viewers' TV desires. Lots of public service—news—and sports. Low-key voicing. No double talk or triple spots.

We "hold," because we believe in it, to our audiences' desires. And in return, they "hold" to us. And on us, every worthy product looks better, acts better.

Some of these statements sound like rankest advertisingese.

George P. Hollingbery can back up every one with figures—with market figures, of every kind, and with amazing Pulse ratings. Or would you rather believe in human nature?

WHIO-TV
CBS
7
channel

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

dayton, ohio

tell group. Arnold Hartley remains as WOV vice president in charge of programming and operations.

WOV operates on 1280 kc with 5 kw, directional, shares time with WHBI Newark, N.J. The Newark station operates for the full day on Sundays only. Mr. Novik owns 50% of WOV, with Mrs. Weil, 26% and Mrs. Hartley, 24%.

• KVI Seattle, Wash.: Sold to Gene Autry group by Vernice Irwin and family for $770,000 (CLOSED CIRCUIT, May 18). Other Autry stations are KOOL-AM-TV Phoenix, KOLD-AM-TV Tucson, KMPC Los Angeles and KSFO San Francisco. The sale was handled by Howard Stark. KVI is on 570 kc with 5 kw and is affiliated with MBS.

• KBLR-AM-TV Goodland, Kan.: Sold to group headed by Leslie E. Whittemore by James E. Blair for total of $145,000 plus assumption of approximately $400,000 in liabilites. KBLR-TV is on ch. 10. KBLR is on 730 kc with 1 kw, day, and is affiliated with MBS.

• KBVM Lancaster, Calif.: Sold to Tri-County Broadcasters Inc. for $100,000 by Brocaw Broadcasting Co. (Harold J. Brown, president and general manager). Tri-County principals: George Patton, advertising, Roy N. Hinkel, NBC-TV producer, Don Lewis, advertising, Don Parks, time salesman. The sale was handled by Wilt Gunzendorfer & Assoc. KBVM is on 1380 kc with 1 kw directional.

• KACY Port Hueneme, Calif.: Sold to Lincoln Dellar, station broker, for $100,000 by Coast Broadcasters (Don C. Reeves, Judd Sturtevant and J. Claude Warren). KACY is on 1520 kc with 250 w. directional.

• WCNH Quincy, Fla.: Sold to William S. Dodson, former program manager for WTTG (TV) Washington, D.C., and presently account executive for a D.C. ad agency, by A. B. Letson for $90,000. The sale was handled by Blackburn & Co. WCNH is on 1230 kc with 250 w. and is affiliated wth MBS.

• WYSR Franklin, Va.: Sold to newspaper and radio representative Thomas F. Clark by S. L. Goodman for $80,000. The sale was handled by Blackburn & Co. WYSR is on 1250 kc with 1 kw, day.

• WCAT Orange, Mass.: Sold to William R. Sweeney by James W. Miller and associates for $65,000. Mr. Sweeney owns WBNC Conway, N.H., and WERI Westerly, R.I. The sale was handled by Haskell Bloomberg. WCAT is on 1390 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 102).*

• WSAI-AM-FM Cincinnati, Ohio: Sold to Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia, Pa., and WALT Tampa, Fla.) by Sherwood R. Gordon for $1.9 million. Comr. Robert Bartley dissented on the multiple ownership issue. WSAI is on 1360 kc with 5 kw directional. WSAI-FM is on 102.7 mc with 14.7 kw.

• WPIC-AM-FM Sharon, Pa.: Sold to Sharon Broadcasting Co. (William H. Rich, president, and two other stockholders have interests in WMGW Meadville, Pa.) by A.W. McDowell and others for $510,000, including agreement not to compete for a period of 10 years within a radius of 150 miles of Sharon. WPIC is on 790 kc with 1 kw, day. WPIC-FM is on 102.9 mc with 26 kw.

• WERC-AM-FM Erie, Pa.: Sold to Cleveland Broadcasting Inc. (Ray T. Miller Jr., president) by WERC Broadcasting Corp. (Joseph L. Brechner, president) for $270,000. Cleveland Broadcasting owns WERE-AM-FM-TV Cleveland, Ohio. WERC is on 1260 kc with 5 kw, directional, and is affiliated with ABC. WERC-FM is on 99.9 mc with 9.7 kw.

• WWSC Glens Falls, N.Y.: Sold to Normandy Broadcasting Corp. (John B. Lynch) by Great Northern Radio Inc. (Martin Karig, president) for $212,000, including $14,000 for 7 years consultant agreement and $56,000 for agreement not to compete in Glens Falls area for 7 years. WWSC is on 1450 kc with 250 w and is affiliated with ABC.

• WRVM Rochester, N.Y.: Sold to State Broadcasting Co. (Frank W. Miller Jr., president) by Harry Trenner for $210,000. WRVM is on 680 kc with 250 w, day.

• KPAM, KPFM (FM) Portland, Ore.: Sold to Gospel Broadcasting Co. (F. Demcy Mylar, president, is 50% owner of KRWC Forest Grove, Ore.) by Stanley M. Goard and others for $200,000. Comr. Robert Bartley dissented on the overlap issue. KPAM is on 1410 kc with 1 kw, day. KPFM (FM) is on 97.1 mc with 33 kw.

• Media reports

• Television Bureau of Advertising, N.Y., reports the signing of the following new members: NBC Spot Sales; WVUE (TV) New Orleans; WTVD

CALIFORNIA — **$450,000**

Fulltime station in one of nation's top 25 markets. Great potential. 29% down on $450,000 price.

UPPER-MIDWEST — **$100,000**

Profitable daytimer in prosperous area. $29,000 down on $100,000 price.

SOUTHEAST — **$90,000**

One of top 100 markets. Prosperous business area. Fulltime facility. $25,000 down—balance on easy terms.

VIRGINIA — **$80,000**

Consistently profitable daytimer in small monopoly market. $24,000 cash required, balance on easy terms.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

(TV) Durham N.C., WKTV (TV) Utica, N.Y., and KMSO-TV Sedalia, Mo., plus two Canadian stations—CKCK-TV Saskatchewan and CHCT-TV Calgary, Alta.

• WAIT Chicago, Ill., is to become a full daytime operating station with the FCC's grant last week of the license for WCBD Chicago to WAIT. Both outlets had previously shared time on 820 kc, although WCBD was only on the air on Sundays. For contracts of sale of time and the goodwill of WCBD (which is going off the air) the Miller family, principals of WAIT, paid WCBD's licensee, The Christian Catholic Church, $132,000.

• WNBF-AM-TV Binghamton, N.Y., opened new studios and offices May 30. WNBF-TV's first telecast was a live origination of the *Dick Clark Show* (ABC-TV, 7:30-8 p.m.).

• Compass Productions Inc., New York, recently organized by George Schaefer to produce shows for tv, Broadway and motion pictures, has established headquarters at 1341 Broadway. The company's first assignment is to produce and direct six 90-minute dramatic shows for NBC-TV's *Hallmark Hall of Fame,* beginning in October.

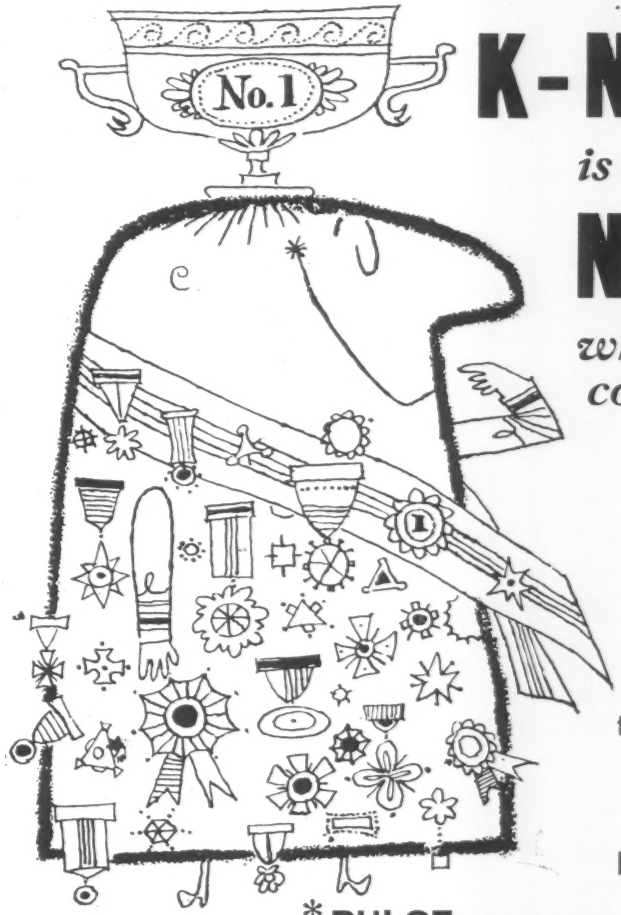
• Weed & Co., radio station representative, announces opening of St. Louis office in Syndicate Trust Bldg., 915 Olive St., (Telephone: Chestnut 1-0646), with Edward D. Podolinsky, formerly national sales manager of KTNT-TV Seattle, Wash., as manager. Office is the ninth to be opened by Weed organization and is designed to improve service to radio-tv stations, advertisers and their agencies in both St. Louis and Kansas City.

• Announcers at KSON San Diego unanimously voted to become affiliated with American Federation of Television & Radio Artists in a mail-ballot election which produced six votes for AFTRA, none against. Sale of KSON to Kenyon Brown, president, KCOP (TV) Los Angeles, is awaiting FCC approval (BROADCASTING, April 20).

• WAVE-AM-TV Louisville, Ky., ran its fourth annual *Bids for Kids* telethon May 17, raising $130,995 in donations and pledges for a local children's hospital. The 16-hour show is jointly sponsored by the stations and the Louisville Junior Chamber of Commerce.

• KPEN (FM) Atherton, Calif., has increased power to 35 kw from 5 kw. The station is on 101.3 mc. Its antenna has been moved to San Bruno Mountain (south of San Francisco), covering the six Bay Area counties and 14 others.

PULSE and NIELSEN agree



K-NUZ is NO. 1 where it counts*

still the lowest cost per thousand buy in Houston!

* PULSE—(Jan.-Feb., 1959)
. . . in total rated periods 6:00 AM to 12:00 Midnight, Monday through Friday. K-NUZ is also top-rated on Saturday and Sunday, too!

* NIELSEN—(Jan.-Feb., 1959)
K-NUZ is No. 1 in total time periods from 6:00 AM to 12:00 Midnight, Monday through Friday, plus delivering the largest per cent of adult listeners!

AIMS Association of Independent Metropolitan Stations

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
THE KATZ AGENCY, Inc.
• New York • St. Louis
• Chicago • San Francisco
• Detroit • Los Angeles
• Atlanta • Dallas

IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

BASEBALL EYES TV 'Fruitful' session bears little fruit

Baseball Commissioner Ford C. Frick announced last Thursday (May 21) that the major-minor league Committee on Radio & Television had held a "fruitful session" but a report on its findings and recommendations would not be released until July 7 when the All-Star Game will be played.

Among the possible courses of action reported to have been explored by the committee during meetings in Columbus last Tuesday and Wednesday were: the abandonment of the Saturday and Sunday *Game of the Day* network telecasts and a substitution of a Monday night network telecast (minor league clubs would make all Mondays open dates), plus an arrangement whereby 50% of all tv revenue derived by the majors from games telecast into minor league territories would be allocated to minor leagues.

Mr. Frick indicated during the meetings that the question of broadcasts into minor league territories would not be solved at that time. He added:

Game Delayed • "I can only say that we had a very satisfactory meeting. Progress has been made toward solution of our common problem, but no decision will be made at this time.

Commissioner Frick made no mention of the unrestricted tv plan advocated last Monday (May 18) by C. Leo De Orsey, former director of the Washington Senators.

A frequent critic of baseball's operations in the past, Mr. De Orsey proposed complete freedom of tv coverage across the U.S. with the proceeds being divided three ways. One third would go to the minor leagues clubs, one third to the minor league pension fund and the final third to be divided equally among the major league teams.

Mr. De Orsey said that failure to solve the tv problem has brought organized base ball to the brink of its "greatest disaster."

"Common sense," he proclaimed "must now replace greed and insincerity."

D.j.'s honored

Miami Mayor Robert King High has proclaimed this week, May 24-31, as "Disc Jockey Week in Miami" to coincide with the second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention May 29-31 at the Hotel Americana, Miami Beach. The proclamation noted "the disc jockeys of our nation have played an important part in enriching the American way of life by making it possible for us to enjoy the best in popular music through the medium of radio." The mayor also cited how "the disc jockeys of America have given unselfishly of their time and talent in the advancement of the welfare of our nation through their work for many projects of a charitable and patriotic nature." Added to the list of guest speakers for the convention (BROADCASTING, May 18, page 60) is Tennessee Gov. Frank Clement, who will address the Saturday night banquet.

LEGAL ACTION? Film men dislike tv-taped commercials

The Film Producers Assn. of New York is exploring with various government agencies the possibility of legal action against the television networks over their activities in the video-tape commercial field.

FPA's plan was revealed last Tuesday (May 19) at the Association's first Industry Achievement Awards Dinner in New York. FPA awarded plaques to nine individuals for contributions to the film industry in New York.

Nathan Zucker, president of FPA, disclosed that a group from the association and from the International Alliance of Theatrical Stage Employes had conferred recently in Washington with the Senate Small Business Committee with a view towards ascertaining "the avenues which are open to FPA for legal action." Though Mr. Zucker did not deal with specific complaints FPA has, it is known that association members who produce tape commercials feel the networks have "an undue advantage" over them in that networks may offer a "package deal" to an advertiser, including program and tape commercials, at a price independent producers cannot match. Mr. Zucker made this reference to network practices:

Cities 'Network Control' • "The networks, through affiliates and associations, today control more than 80 percent of the nation's tv markets. They have moved from control of time to control of talent, to control of programming and now to control of production . . . We are not going to stop networks from going into production, either on video-tape or film, but we are going to keep them honest."

Mr. Zucker said that after conferences with the Senate committee, it was agreed that the association would file briefs and review the situation again with the committee. He told the dinner meeting that FPA's counsel believes that "a full body of laws and regulations already exists to meet the situation and the matter will be pursued in conjunction with the ICC, the FCC and the anti-trust division of the Justice Dept."

IATSE has agreed to share a portion of the legal expense. The union has an interest since its members hold jurisdiction as technicians over tape work at film studios but not at networks.

Plaques were presented to Mayor Robert E. Wagner of New York; Paddy Chayefsky and Nat Hiken, writers; Elia Kazan and George Justin, producers; Walter Lowendahl, consultant to Transfilms Inc., New York; Martin Poll, president of Gold Medal Studios, New York; Hazard Reeves, president of Reeves Sound Studios Inc., New York, and Mr. Zucker, who also is president of Dynamic Films, New York.

Skiatron 'definitely' will tape Bolshoi

Telecasting plans for four one-hour tapes of the Bolshoi Ballet by Skiatron of America, New York, were still a deep secret last week. But Matthew Fox, president of Skiatron, said, "we definitely will tape the programs."

Mr. Fox declined to offer any information on the method he would employ to exhibit the programs. Asked if negotiations now are in progress with networks and stations, Mr. Fox replied: "No, I'm just thinking."

Mr. Fox confirmed he would tape the four programs at Paramount Television Production's studio used by KTLA-TV Los Angeles on June 1-2, but would not reveal production costs. There are reports the four tapes would run to about $750,000. Mr. Fox obtained tv rights to the ballet from impresario Sol Hurok.

Several station operators in New York revealed they had been approached by Mr. Fox on his plan to offer the programs on this basis: the stations would make a guarantee, carry the programs and ask viewers to send in $1, "a back-door approach" to pay tv (BROADCASTING, May 11). These station officials said they had rejected the proposal and had not even discussed the guarantee with Mr. Fox. One operator said that even for New York, he did not

288%
INCREASE
in steelworkers' wages and benefits in 18 years

30% increase in shipments per man-hour worked

Steelworkers' wages and employment benefits paid for by their employers have increased 288 percent in the last 18 years.

Earnings of the men who make steel are at the top level for all industry.

Also those steelworkers' earnings have increased *faster* than the average workers'.

But shipments of finished steel products per man-hour worked have not increased at any such pace—even with the help of billions of dollars worth of improved equipment and processes installed by the steel companies. In the last 18 years steel shipments per man-hour worked have gone up only 30 percent.

Unfortunately this tremendous and growing gap between shipments and wages is *inflation.*

The big job for everybody is to help close the gap, not widen it. Until that is done nobody can win the fight against inflation.

This message is being brought to you by

REPUBLIC STEEL

because

INFLATION ROBS US ALL

REPUBLIC STEEL makes the world's widest range of standard steels and steel products. This diversity of products is so great it touches every industry and every person. Republic is a major supplier of pig iron for foundries; of alloy bars for the forging industry, of sheet and strip steels for the appliance, automobile, air conditioning, and heating industries. Republic also manufactures a wide range of products bought directly by the public: bolts, nuts, and nails; woven wire fence and barbed wire; windows, doors, and other building materials for houses and non-residential construction. Republic's management operates a continuous program to produce better steels and develop better products from steel.

ATAS election • New officers elected by board of governors of Academy of Television Arts & Sciences' New York chapter Wednesday (May 20) night gather about new ATAS President Walter Cronkite, CBS newsman and program host. From left, they are Royal E. Blakeman, secretary (with Marshall, Bratter, Greene, Allison and Tucker law firm in New York that represents tv producers and performers); Hubbell Robinson Jr., first vice president (CBS-TV vice president in charge of programming); Mr. Cronkite, who succeeds NBC-TV Vice President Robert Lewine as ATAS president; Henry S. White, second vice president (Screen Gems' director of programs), and Thomas W. Moore, treasurer (ABC-TV vice president in charge of programming).

consider the Bolshoi Ballet of "sufficient mass appeal" to justify a sizable investment by a station. He added that in his opinion, the logical exhibition method for a ballet program is via closed-circuit to theatres where an audience of devotees in principal cities might be willing to pay premium prices for the performances. Earlier this month Mr. Fox was unsuccessful in lining up a theater chain for a closed-circuit telecast of the ballet, it was reported.

KTLA (TV) Los Angeles is putting more than $50,000 into fixing up stage 6, making it the "largest tv sound stage in the country," KTLA says, in preparation for taping the ballet June 2-3, and has hired 35 men to augment others for a crew of 60 for the job. A network-size control room is being built and equipped on stage and KTLA has added five image orthicon and two vidicon cameras.

To carry the more than 450 lights, 4,000 feet of pipe has been rigged and 15 light control men hired. A separate communication link is being installed for lighting men. Two cycloramas, 30 by 178 feet, have been purchased to serve as backdrops for the dancers who will alternate between two areas totaling more than 11,000 sq. ft. of dance floor. Stage 5 has been converted for a 90-piece orchestra whose conductor will watch the dancers on two stationary vidicon cameras and closed circuit monitors. Audio recording, in stereophonic sound, will be handled by an outside contractor.

AFM, MGA to hold election next month

Hollywood musicians employed at the major motion picture studios early next month will again have an opportunity to make a choice between the American Federation of Musicians and the Musicians Guild of America.

About a year ago, MGA defeated AFM in an NLRB election and won the right to act as bargaining agent for musicians employed by the major motion picture companies (BROADCASTING, July 14, 1958). In a contract negotiated by MGA with these producers is a clause which requires musicians to join MGA and pay dues to this union within 30 days of being hired by one of these studios. On petition by AFM, the NLRB regional office in Los Angeles has called an election for June 3-4 to withdraw from MGA the right to maintain the union shop security provisions in its agreements. Eligible to vote are all musicians who worked at least two calls at the major studios between July 21, 1957, and May 2, 1959 (about 600, according to an AFM spokesman).

MGA protests that the action is one which could be used as a precedent to attack and destroy union shop security provisison of all unions whose members are engaged in part-time casual employment like that of the musicians employed for motion picture work. The union declares that "the de-authorization election is not a choice between AFM and MGA. The musicians are being asked to choose between the guild or no union at all to represent them and enforce their contract in the studios . . . elimination of the guild's union-shop will weaken and destroy its financial support and make it almost impossible for the guild to properly represent musicians and enforce the provisions of their contract . . . thus, if the federation is successful, it will destroy, not replace the guild. . . ."

MGA is urging musicians to defeat "this anti-labor device of the AFM simply by boycotting the election and staying away."

Taped Irish games to be seen nationally

Fans of the "Fightin' Irish" will see all 10 of the 1959 Notre Dame U. football games this fall on a "national network." The games will be tv-taped for delayed broadcast to meet NCAA restrictions and probably will be carried prior to the Sunday afternoon telecasts of the National Football League, according to M.S. Greenman, president of Newspix Inc., New York, producer.

The telecasts, which will originate from the university owned station, WNDU-TV South Bend, Ind., will be distributed by Sports Network Inc. A minimum 115 stations are expected to carry the games which will feature play-by-play announcer Harry Wismer and Edward (Moose) Krause, Notre Dame athletic director.

NCAA rules governing college football telecasts require that games other than those NCAA sanctioned on the "Game of the Week" schedule not be telecast until 11 p.m. the night of the contest. It is because of this rule that the games will be on tv-tape.

Four-opera season announced by NBC-TV

The NBC Opera Co. during the 1959-60 season will present four productions in English and in color on NBC-TV, it was announced Tuesday (May 19) by Samuel Chotzinoff, producer. Starting with a two-hour presentation of Beethoven's "Fidelio" in November, the series will continue with the annual production of "Amahl and the Night Visitors" in December. Scheduled for February is Mascagni's "Cavalleria Rusticana."

NBC has commissioned poets W. H. Auden and Chester Kallman to prepare an English translation of Mozart's "Don Giovanni" for a two-and-one-half hour colorcast in April. Mr. Chotzinoff said that these upcoming performances bring to 54 the number of operas the company will have produced since it was formed in 1949.

The cost of presenting an NBC-TV

opera, Mr. Chotzinoff estimated, is $150,000 for one performance. It costs almost that much for a repeat presentation, he said. Mr. Chotzinoff registered his approval for westerns on television because, he said, "westerns help pay for tv opera."

Small details stymie NBC-TV, UA-TV plans

For United Artists Television and NBC-TV last week it was a climate "as at Geneva," as negotiations continued on a new anthology series to be produced under UA-TV auspices using the same producers as its parent, United Artists Corp. (BROADCASTING, May 18).

As of May 21 no agreement was reported. One official compared the dickering over details to the give-and-take at talks in progress among the major powers at Geneva.

NBC-TV has offered UA-TV a plan for placing the film company's prospective anthology on the network in the next fall season asking for a commitment of 13 programs with options for 26 more. UA-TV prefers a contract that would call for a 26 program series at one crack.

Another point that is delicate to work out: financial details with NBC-TV sharing in ownership of the series along with UA-TV and the producers themselves.

Live tv for Olympics on ABC-TV in February

ABC-TV next February will provide network television coverage of the first Olympic games held in the U.S. since 1932. The network last week acquired exclusive rights to broadcast the 1960 Olympic winter games from Squaw Valley, Calif., Feb. 18 through 28, according to Thomas W. Moore, ABC-TV vice president in charge of programming.

Though plans are incomplete, ABC-TV reports it will give live and tape coverage of each of the 11 days of the games. More than 1,000 athletes from 34 nations will compete in various skating and skiing events. Special Olympic pageantry, which will be staged by Walt Disney, also will be televised, Mr. Moore said.

PTA to rate tv shows

The National Congress of Parents & Teachers will publish ratings of tv shows for family viewing in its monthly organ starting next fall. Eva Grant, editor of the PTA magazine, told a news conference at the congress' 63rd annual meeting that the ratings are prompted by the tv industry's "failure to reduce the num-

Two No. 1's* in the No. 2 state!

(. . . in size only!)

KIXZ . . . Amarillo, Texas
940 kc—Music and News—1000 Watts

KOKE . . . Austin, Texas
1370 kc—Music and News—1000 watts

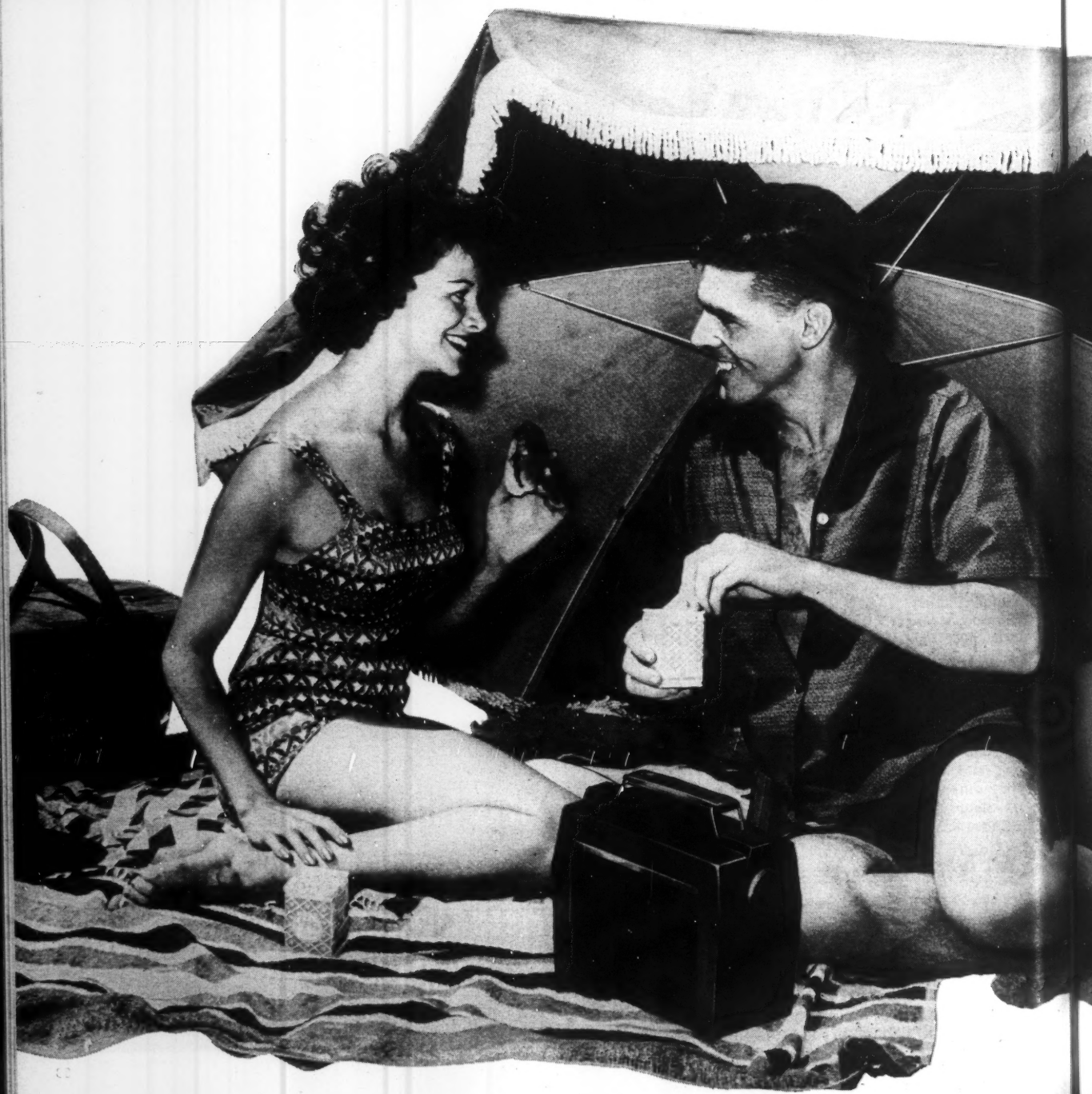
For more information
about A A-1 selling radio.
contact THE BOLLING COMPANY.

A Miller-Schatz Station

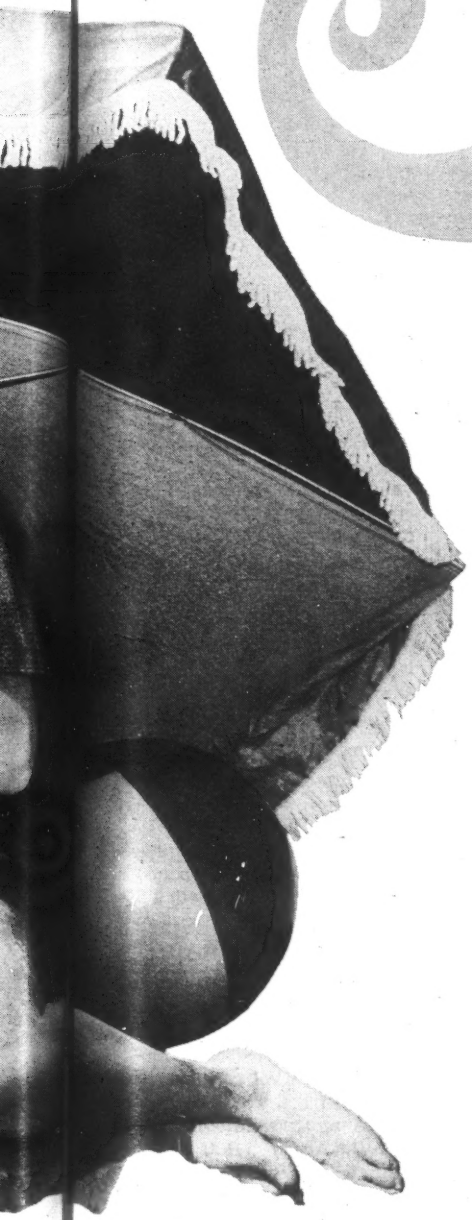
United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

spot

summer radio goes where



the family goes



People **do** take vacations, and Radio goes along.

That's why SPOT RADIO is so necessary in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

MAY IS NATIONAL RADIO MONTH

FLE
XIB
LE

says Lou Wolfson, V.P.
WLOS-TV

ASHEVILLE, N. C.

You can use any part of Warner Bros. library of films to get top ratings and enthusiastic sponsors. "It's so flexible, you can fit it into any spot," says V. P. Lou Wolfson of WLOS-TV.

"From our Warner Bros. library we've programmed an Errol Flynn Theatre and a Bogart Theatre on weekends. Both have drawn exceedingly well . . . often outrating all three competing stations combined."

This smart programming by WLOS-TV is perfect for either participating or exclusive sponsorship. And it's only one of the many ingenious ways stations are using Warner Bros. features to turn time into money. Let us tell you about the others, too. Simply call or write:

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.
NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

ber of shows depicting brutality and violence." She said that "this doesn't mean . . . that the National Congress is going to set itself up as a . . . censor. The judgments will be reached by a group of experienced parent-teacher people who know something about tv and children."

• Program notes

• In reportedly the first instance in which a network has bought a western film series for a daytime strip, ABC-TV last week said it has acquired *Restless Gun,* starring John Payne, for its daytime schedule next fall. The series, produced by Revue Productions, Hollywood, is in its second season of evening telecasts on NBC-TV (Mon. 8-8:30 p.m.).

• Jayark Films Corp., New York, has slated for fall release two new tv series, *Trapped* and *Birthright,* currently being filmed at Republic Pictures, Hollywood, according to Reub Kaufman, Jayark president. *Trapped* will consist of mystery-suspense situations, with a different set of stars in each half-hour story, it was reported. *Birthright* dramatizes case histories from the files of the Los Angeles Bureau of Adoptions and other child welfare groups. Duke Goldstone is executive producer of both production units, Mr. Kaufman said. Jayark's initial syndication entry, *Bozo the Clown,* reportedly has been sold in 85 markets, including recent sales to WSLS-TV Roanoke, WTVR (TV) Richmond, KFRE-TV Fresno, Calif., WHYN-TV Springfield, Mass., WCKT (TV) Miami, WSB-TV Atlanta and KARD-TV Wichita.

• Replacing *The Steve Allen Show* this summer on NBC-TV (Sun. 7:30-8:30 p.m.) will be *Suspicion,* a filmed series of 13 one-hour dramas originally seen during the 1957-58 season on the network, it was reported last week. Actor Walter Abel has been named to serve as live host of *Suspicion,* which starts June 14. No sponsor has as yet been signed, according to NBC-TV.

• Screen Gems, N.Y., reports the sale of 130 feature films to the Triangle Stations (WFIL-TV Philadelphia, WFBG-TV Altoona and WLBR-TV Lebanon, all Pennsylvania; WNBF-TV Binghamton, N.Y.; WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.).

• Independent Television Corp., has moved its temporary production offices from California Studios to an entire floor of the Jack Wrather Organization building at 270 N. Canon Drive, Beverly Hills, where Ted Rogers, ITC's director of programs and production—who will head up the operation, will headquarter. Production is staffed to handle film, video-tape and live programming, ITC reports.

• ABC-TV's *Polka-Go-Round,* originally scheduled for a half-hour this summer, has been shifted to the one-hour class (Mon. 7:30-8:30 p.m.). The series, which will emanate from ABC's WBKB (TV) Chicago, begins June 1.

• International Transmissions Inc., N.Y,. voiced news service, on June 1 will be in operation from new quarters at 2 W. 46th St., it was announced last week by Sumner J. Glimcher, president. The company has been located at 480 Lexington Ave. ITI's new telephone number will be Columbus 5-2400. New subscribers signed last week were KTHS Little Rock and KWKH Shreveport.

• General Film Labs Corp., (film processing), Hollywood, Calif., has opened a Kansas City office at 106 W. 14th St. Neal Keehn, formerly of Calvin Co. (film production), Kansas City is in charge of the new operation.

• WLWI (TV) Cincinnati inaugurates its color facilities next week for the Memorial Day Indianapolis '500' racing car event. Nine WLWI cameramen at the Indianapolis track will give their color footage to motorcyclists for delivery at WLWI. About 5,000 ft. of color film of the race will be processed, edited to about 1,000 ft. and telecast in less than six hours. (Live telecasts are not permitted.)

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

May 25-29, June 1-3 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

May 25-29, June 1-3 (4-4:30 p.m.) **Truth Or Consequences,** participating sponsors.

May 25, June 1 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell.

May 26, June 2 (8:30-9 p.m.) **Jimmie Rodgers Show,** Liggett & Myers through McCann-Erickson.

May 27, June 3 (8:30-9 p.m.) **Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 27, June 3 (9-9:30 p.m.) **Kraft Music Hall, Starring Dave King,** Kraft through J. Walter Thompson.

May 28 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

May 28 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

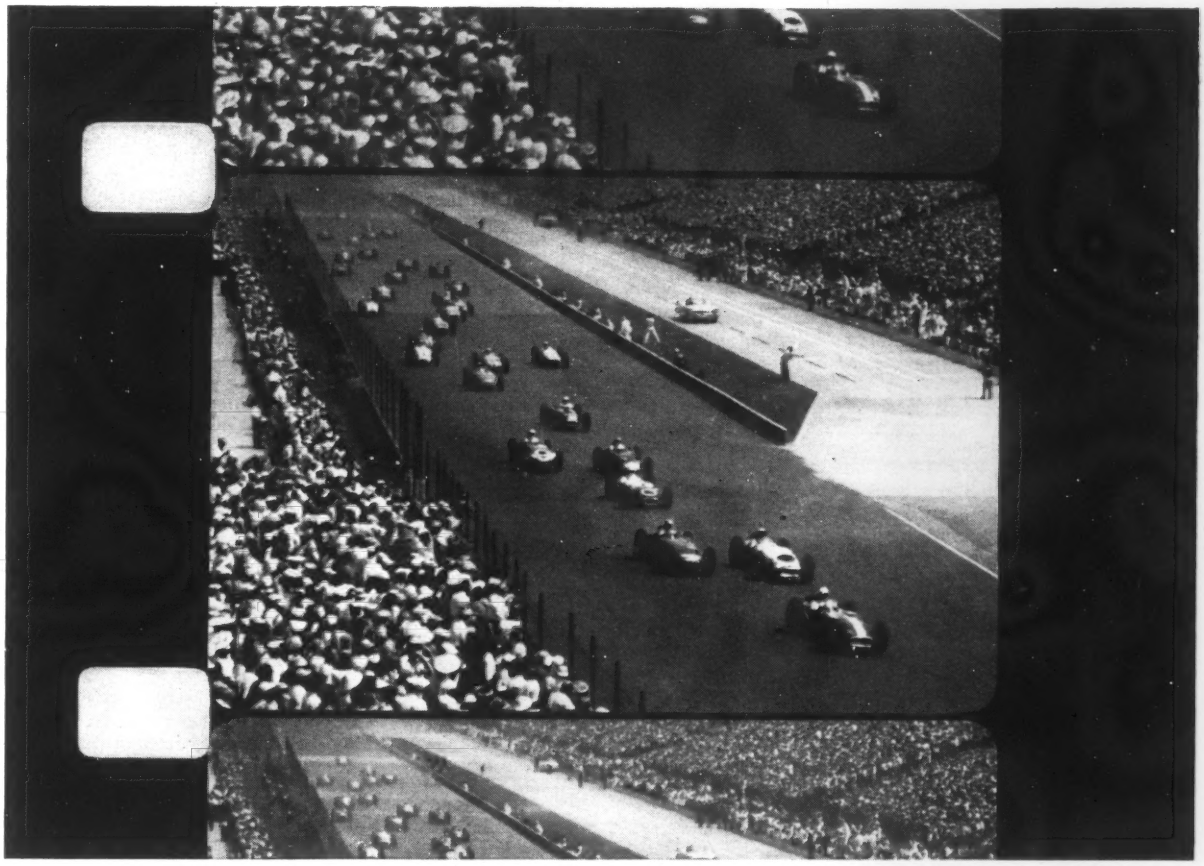
May 29 (7:30-8 p.m.) **Northwest Passage,** sustaining.

May 29 (8-9 p.m.) **Ellery Queen.** Gulf through Young & Rubicam.

May 30 (8-9 p.m.) **Perry Como Show,** participating sponsors.

May 31 (7:30-8:30 p.m.) **Steve Allen Show,** sustaining.

May 31 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.



Indianapolis 500-mile Race, Memorial Day, 1958.

"FOR SPEED AND LATITUDE, THE WINNER IS 931"

That's what Steve Pefley, Chief Photographer at WISH-TV, in Indianapolis, Indiana, says about Du Pont Rapid Reversal Film.

"Film, camera technique and editing are a winning team only when top quality exists all down the line," says Mr. Pefley. "Du Pont 931 is an important member of our team. There's no question about its quality. When the chips are down and we have to depend on speed and latitude to pull us through, we can always count on 931."

Fast processing, too, is a must in local news coverage. Using Du Pont Rapid Reversal Film, WISH-TV is able to shoot news footage as little as 45 minutes before show time, and go on the air with the finished newsreel. "All in all," concludes Mr. Pefley, "we couldn't ask for better film than this Du Pont product."

For more information about this fine 16mm film for every TV use, write Du Pont, 2432A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

FATES & FORTUNES

Advertisers

• JOHN W. HALEY, advertising manager, director of public relations and member of board of directors, Narragansett Brewing Co., Cranston, R.I., elected vp and member of executive committee. Mr. Haley was also appointed general advertising manager.

• J. JACKSON RIGGS, formerly district manager of Westinghouse Appliance Sales Co., Detroit, to Argus Cameras, division of Sylvania Electric Products, N.Y., as vp, marketing.

• B. C. (BURT) FLOUNDERS, formerly advertising product manager of Scott Paper Co., Chester, Pa., named advertising manager of Pet foods division of Carnation Co., L.A.

Agencies

MR. WILLMARTH

• JOHN H. WILLMARTH, executive vp and creative director, elected president of Earle Ludgin & Co., Chicago, succeeding VINCENT R. BLISS, resigned. GEORGE A. RINK, vp, adds duties of general manager while RALPH E. WHITING, vp, becomes chairman of newly-formed executive committee composed of Messrs. Willmarth, Rink and EARLE LUDGIN, chairman of board. JANE (BORAH) DALY, vp in charge of radio-tv, also resigns.

• KENNARD G. KEEN JR., vp and director of Arndt, Preston, Chapin, Lamb & Keen, Phila., elected president. He succeeds JOHN F. ARNDT, who becomes board chairman. JAMES G. LAMB, formerly board chairman, named chairman of new executive committee. ROBERT N.D. ARNDT, vp and director, named executive vp.

• CURTIS A. ABEL, merchandising director, Young & Rubicam, L.A., named vp-manager.

• JOHN GRAFF, formerly vp of Fletcher D. Richards, N.Y., to Dickerman Adv., New Hyde Park, N.Y., as vp and account executive.

• JAMES SEABORNE, formerly supervisor, production of commercials, for Whitehall Div. of American Home Products and Standard Brands at Ted Bates & Co., N.Y., to Morse International, that city, as director of radio-tv production department.

MR. STEFAN

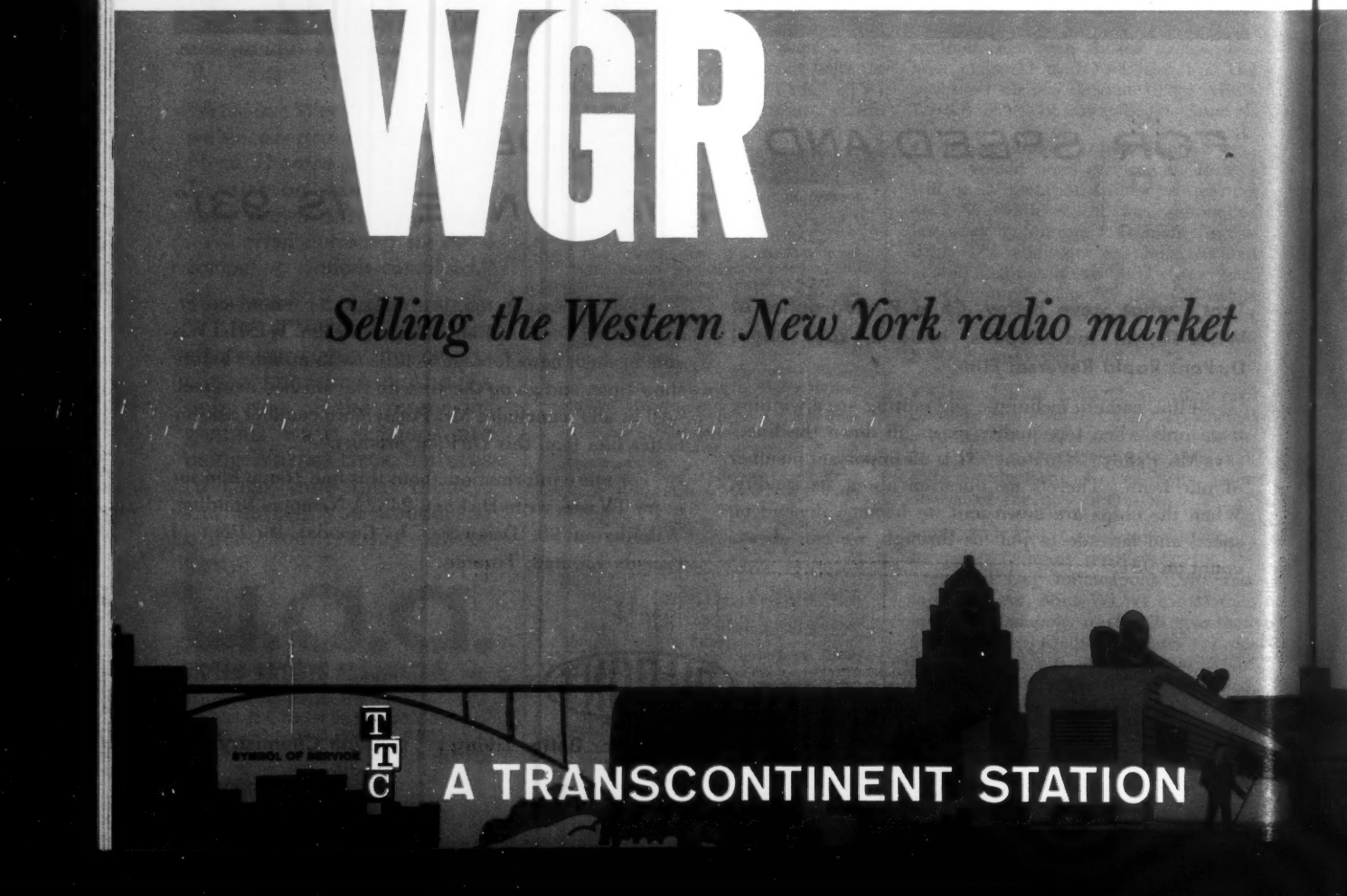
• ROBERT (BUD) STEFAN, manager of BBDO's Hollywood office, appointed vp in charge of radio-tv. Mr. Stefan joined Hollywood office in 1952 as tv production supervisor and was appointed manager in February of this year. He was previously with KTLA (TV) Los Angeles as writer-director-performer.

• ERIC MARDER, account research director of Kenyon & Eckhardt, N.Y., elected vp.

• STUART GANON, formerly member of creative plans board, Hicks & Griest, N.Y., to The Joseph Katz Co., that city, as copy supervisor. PHILIP D. PORTERFIELD, formerly of D'Arcy Adv., N.Y., on consulting basis, Studebaker account, joins Katz as merchandising account executive.

• WILLIAM F. JAMES, vp of Gardner Adv.'s New York office, elected chairman of executive committee.

• GLENHALL TAYLOR, manager of Holly-



wood office of N. W. Ayer & Son, has resigned to form his own program production firm.

• BERN KANNER, assistant media director of Benton & Bowles, named associate media director. ROGER CLAPP, media buyer, named assistant media director. Both remain in New York office.

• JAMES ENGLISH, formerly associate media director of Young & Rubicam, N.Y., to Kenyon & Eckhardt, that city, in similar capacity.

• DR. CHARLES WINICK, educator, advertising and marketing research (Massachusetts Institute of Technology, Columbia U.) and visiting lecturer (U. of London, U. of Rochester), joins J. Walter Thompson, N.Y., to direct program of basic research.

• FRANK CLAYTON, group supervisor of Gardner Adv., St. Louis, to Kenyon & Eckhardt, Chicago, as media director. He succeeds HARRY SAGER, appointed senior account executive on local Pepsi Cola account.

• LEONARD RUBENSTEIN, Clinton E. Frank, elected president of Art Directors Club of Chicago. Other officers: SAM FINK, Young & Rubicam, first vp; DEAN STRAKA, N. W. Ayer & Son, second vp; RALPH ECKERSTROM, Container Corp. of America, secretary, and JULES BESKIN, Foote, Cone & Belding, treasurer. Elected directors for two years: LEE KING, Edward H. Weiss; BILL SILET, J. Walter Thompson, and LEE STANLEY, Leo Burnett. For one-year terms: KENNETH BOEHNERT, Grant Adv., and ROBERT PATTERSON, McCann-Erickson.

• EUGENE LETOURNEAU, traffic manager of Geyer, Morey, Madden & Ballard, Detroit, named assistant manager, dealer service department of agency's Rambler dealer organizations.

• GORDON MILLER JR., formerly vp-sales of Gordon Miller Co., Cincinnati industrial incentive awards firm, and F. JOSEPH MARIN, formerly of D'Arcy Adv. and Campbell-Mithun, to Leo Burnett, Chicago, as account executive.

• ARTHUR TOPOL, formerly media buyer of Donahue & Coe, N.Y., and PETER BERLA, formerly media buyer of Benton & Bowles, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacities.

• ED KASSER, formerly timebuyer of Erwin Wasey, Ruthrauff & Ryan, Chicago, to Arthur Meyerhoff & Co., that city, in similar capacity.

• STUART Q. HYATT, formerly copywriter of Calkins & Holden, N.Y., (now merged with Fletcher D. Richards Co.), to Anderson & Cairns, that city, in similar capacity.

Networks

• DRESSER DAHLSTEAD, program director, ABC, western division, named director of operations, Pacific Coast regional network.

• WALTER P. ROZETT, MR. DAHLSTEAD director of financial and administrative operations of CBS, awarded Alfred P. Sloan fellowship in executive development at Massachusetts Institute of Technology, and begins one year leave of absence on June 1, to participate in that program.

• CLIFF ANDERSON, director of labor relations of ABC, appointed to newly-created post of director of special services for ABC, western division.

• RICHARD W. BRAHM, formerly presi-

THE TALK OF BUFFALO is WGR Radio's new *fresh-air* programming concept. It features the sound that's all around... modern album music specially selected for young adults and flexibly presented by personalities with a sense of humor. Carefully mixed with frequent newscasts that travel the news faster, top sports coverage in the area, and think-programs to keep informed people informed, WGR's new concept is winning *bigger audiences* and *greater community acceptance* in Western New York.

But that's not all! For grocery product advertisers, WGR Radio offers at no extra cost the most effective point-of-purchase merchandising plan in Western New York. Qualified thirteen-week advertisers get one week of preferred-position displays in Buffalo food stores, including 120 A&P and Nu-Way super markets.

WGR's mobile "Studio 55" broadcasts from different high-traffic super market locations every week...another sales extra when you advertise on Buffalo's first station.

For more information about merchandising and *fresh-air* availabilities on WGR, at the top of the dial in Buffalo, call Peters, Griffin, Woodward.

NBC • 550 KC • BUFFALO

WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WNEP-TV, Scranton–Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va.

dent, Media-Merchandising Inc., N.Y., to Mutual Broadcasting System's Chicago office as midwest manager.

• EDWARD R. MURROW and ERIC SEVEREID, CBS News commentators, decorated by Belgium government for "contributions in the field of foreign affairs." Mr. Murrow received "Officer of the Order of Leopold" while Mr. Severeid received "Officer of the Order of the Crown."

Stations

• STEPHEN J. ROONEY, with WAMP-WFMP (FM) Pittsburgh and predecessor WJAS since 1953, named general manager of both stations, effective June 1.

• NORMAN GITTLESON, formerly general manager of WMUR-TV Manchester, N.H., has joined KLMS Lincoln, Neb., as general manager.

• STANLEY A. WAINER, treasurer of Telemeter Magnetics Inc., L.A., Paramount Pictures Corp. subsidiary, transfers to KTLA (TV) Los Angeles, owned by Paramount Television Productions, as business manager.

• E.H. KEOWN, general manager of WQSN Charleston, S.C., elected vp.

• PAUL N. MILES, formerly sales manager of WHLL Wheeling, to general manager of WCAW Charleston, both West Virginia. Other WCAW appointments: PAUL HOWARD, production manager of WCUE-AM-FM Akron, Ohio, to program director; NORMAN L. POSEN, of sales department of WMAL-AM-FM Washington, to sales manager; MRS. GLORIA M. BEST, formerly of WCHS-TV Charleston, W. Va., to woman's director.

• JERRY L. LUQUIRE, program director and operations manager of WDBM Statesville, to WSOC-AM-FM-TV Charlotte, both North Carolina, as production manager, effective June 1.

• KEN GAUGHRAN, chief announcer and traffic manager of WREB Holyoke, Mass., named program director. Mr. Gaughran will retain traffic manager duties.

• THEODORE R. DORF, station and commercial manager of WGAY and WSHO-FM Silver Spring, Md., before its purchase by Connie B. Gay Enterprises, retained in both positions, effective June 1.

• DON ERICKSON, production director of WCTV (TV) Thomasville, to WALB-TV Albany, both Georgia, as production manager.

• KEITH G. DARE, formerly consultant for ABC and Katz Agency, to WHCT (TV) Hartford, Conn., as director of sales.

Visiting Viking • Erik Diesen (l), head of the Entertainment Dept. of the tv division of the Norwegian Broadcasting Corp., listens to R.J. Heiss, station manager of WTMJ-TV Milwaukee, explaining the program log in the station's projection room. Mr. Diesen is spending two months as a staff member of WTMJ-TV to learn American tv techniques which could be applied to Norwegian tv, currently in the experimental stage. The device to the right is the WTMJ-TV Balopticon projector.

• ROBERT V. CAHILL, in legal department of NAB since 1957, appointed to post of NAB attorney, replacing late WALTER R. POWELL who died May 13 (BROADCASTING, May 18).

• ROBERT N. PRYOR, head of promotion and information services of WCAU-TV, elected president of Television & Radio Club of Philadelphia. Other officers: PATRICK J. STANTON, president of WJMJ, chairman of board; WALTER L. TILLMAN, manager of Philadelphia *Tv Guide*, vp; MORTON J. SIMON, attorney, vp and counsel; BLAINE BUTCHER, Al Paul Lefton Co., treasurer; MRS. ROBERT STUART, copywriter of Bauer and Tripp agency, secretary.

• JACK GILBERT, KHOL-TV Holdrege, elected president of Nebraska Broadcasters Assn. Other officers: HARRY PECK, KODY North Platte, vp; DICK CHAPIN, KFOR Lincoln, secretary-treasurer; NEWELL EASTMAN, KOGA Ogallala, MAX BROWN, KRVN Lexington, BILL MOORE, KMMJ Grand Island and DAVID YOUNG, KSID Sidney, radio directors; OWEN SADDLER, KMTV (TV) Omaha and E. JAMES EBEL, KOLN-TV Lincoln, tv directors.

• RICHARD S. CALENDER, formerly general manager of KLIQ Portland, Ore., appointed sales manager of KEWB (former KLX) San Francisco-Oakland, Calif.

• JAMES F. SIMONS, formerly director of operations of Mutual Broadcasting System and before that with John Blair & Co., Chicago, elected general sales manager of KFWB Los Angeles, effective today (May 25). CLEVE HERMANN joins KFWB news staff.

• ROBERT C. PETTINGELL JR., account executive of KOB-TV Albuquerque, N.M., named sales manager of KOB, effective June 1, succeeding late FRANK P. REDFIELD, who died following auto accident May 12.

• JACK LYNN, formerly program director, WNTA-TV Newark, N.J., to WNEW-TV New York in similar capacity.

• IVAN JONES, farm editor of KGW-AM-TV Portland, Ore., elected president of Oregon Agricultural Editors, new organization of agricultural editors of state's press and broadcast media.

• CLARK B. GEORGE, general manager of KNXT (TV) Los Angeles and Columbia Television Pacific Network, has received Lee de Forest award of National Assn. for Better Radio & Television. It was first time local tv station has been so recognized by NAFBRAT for outstanding programming and only third time that award has been given. Previous winners were Joyce Hall of Hallmark Cards, sponsor of *Hallmark Hall of Fame*, and Harvey Firestone Jr. of Firestone Tire & Rubber Co., sponsor of *Voice of Firestone*.

• JACK MILLS, KSIB Creston, elected president of Iowa Associated Press Radio & Television News Assn. DICK GREENE, WOI Ames, elected vp, and CY DOUGLASS, chief of AP's Des Moines bureau, re-elected secretary.

• LEE WHITE, news director of KROS Clinton, elected president of United Press International Broadcasters of Iowa, succeeding ROBERT FRANK, WOC Davenport. WALLY BISHOP, KXEL Waterloo, elected vp and WILLIAM E. SPICER, Iowa news manager for UPI, re-elected secretary.

• EUGENE WILKIN, sales manager of WPRO-TV Providence, R.I., elected president of Providence Adv. Club.

• BILL GRAMER, chief newscaster of WGTO Cypress Gardens, elected president of Florida United Press Broadcasters, succeeding BILL BAYER, WPST-TV Miami. Other officers: BILL GROVE, WJXT (TV) Jacksonville, vp;

SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation . . . and to Northwest Schools graduates who have contributed to their success.

KVIP-TV
Channel 7
REDDING, CALIFORNIA

KVIP-TV is located in Redding, California, and along with sister station KVIQ-TV in Eureka, serves television fare for NBC and ABC to the Northern portion of California.

With transmitter located on mile-high Shasta Bally Mountain, the station's facilities penetrate large areas of mountain population that enjoy no other television service . . . as well as the rich Sacramento Valley.

George C. Fleharty, President and General Manager KVIP-TV, Redding

A recent report from KVIP-TV, advises two extremely valuable cogs in the KVIP team are Lynn Olsen, Studio Engineering Supervisor, and Richard Bertolin, Film Director. Both men came to the station in its early days of telecasting from Northwest Schools and have continued to develop their aptitudes and positions to the present date. "Needless to state, we are more than satisfied with the performance of your two graduates", is the pleased comment of KVIP President, George Fleharty.

Lynn Olsen, Studio Engineering Supervisor

Richard Bertolin, Film Director

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

DAVE PFAFF, WNOG Naples, CRAWFORD RICE, WTVT (TV) Tampa, ED GRANT, WPDQ Jacksonville, DON MILLER, WDAE Tampa, FRANK BLACK, WJXT and Mr. Bayer, all directors.

• HAROLD SALZMAN, news director of WLS Chicago, re-elected president of Illinois News Broadcasters Assn. to serve remaining eight months of 1959, as INBA reverts to calendar year for officers. Others: JOHN RHODES, WRRR Rockford, vp; FRAZIER WRIGHT, WCIA (TV) Champaign, treasurer; DONALD BROWN, U. of Illinois, executive secretary. Directors: FRAN BOOTON, WLBK DeKalb; GEORGE MARTIN, WTHI-TV Terre Haute (Ind.); BILL SPANGLER, WFRX West Frankfort, and RALPH SMITH, WIRL Peoria.

• DEAN NAVEN, KMA Shenandoah, elected president of Iowa Radio & Television News Directors Assn., succeeding DICK PETRIK, KOEL Oelwein. FRANK MANGOLD, KWPC Muscatine, elected vp, and ART BARNES, U. of Iowa, re-elected secretary-treasurer. Directors: WALLY BISHOP, KXEL Waterloo; ROBERT FRANK, WOC Davenport, and Mr. Petrik.

• MIMI HOFFMEIR, manager of program analysis of NBC, elected president, New York Chapter of American Women in Radio & Television, for 1959-60 season. She succeeds LUCILE MASON, casting director, Compton Adv.

• THOMAS MARSHALL WEAVER, formerly sales manager of *Adult* magazine, Dallas, joins KRGV-AM-TV Weslaco, Tex., as administrative assistant.

• ROBERT W. BLOCK, formerly manager of Los Angeles office of AM Radio Sales Co., to KSFO San Francisco sales staff.

• CHARLES BOHN, newsreel photographer of KMOX-TV St. Louis, elected president of National Press Photographers Assn.'s St. Louis chapter.

• JOSEPH LUTZKE transfers from NBC Radio Spot Sales, Chicago, to sales staff of WNBZ (TV), that city. ROBERT E. MCAULIFFE, formerly of WBKW-TV Buffalo, N.Y., to WNBQ sales staff.

• MIKE WEIDE, air personality of KOMO Seattle, named account executive. DOROTHY SORTOR, formerly publicity director of Seattle-King County March of Dimes, joins KOMO-AM-TV as public relations assistant.

• CHUCK OLSON, formerly sales promotion manager of WREX-TV Rockford, Ill., to WITI-TV Milwaukee, Wis., in similar capacity. JACK LIGHTNER promoted from sales staff to succeed Mr. Olson at WREX-TV.

• FRANK J. MARUCA, formerly field account executive of Ketchum, MacLeod & Grove, Pittsburgh, to WAMP/WFMP (FM), that city, as program-promotion coordinator. EARL BUNCHER, formerly commercial manager of WEDO McKeesport, Pa., to WAMP/WFMP as sales representative on local accounts.

• BILL MCMAHON, formerly air personality of WISC and WMFM (FM), both Madison, Wis., appointed program and public affairs director of WSJM St. Joseph, Mich.

• MAX MACE and JIM PITTS named commercial production supervisor and copy chief-newscaster, respectively, of WESC Greenville, S.C.

• JERRY BOWER, formerly of WGN-TV Chicago, to WPTA (TV) Ft. Wayne, Ind., as chief engineer. BOB CARTER, producer-announcer, named production manager of WPTA.

• MARSHALL KARP, formerly account executive, National Telefilm Assoc., N.Y., to WPIX (TV) New York, in similar capacity.

• MARTY CONNELLY, account executive of Peters, Griffin, Woodward, S. F., has joined sales staff of KTLA (TV) Los Angeles.

• MAX REEDER, sales manager of KLX Oakland, and ROBERT I. PRICE, account executive of KCBS San Francisco, are joining KTVU (TV) San Francisco-Oakland as account executives.

• ROBERT W. BLOCK, manager of Los Angeles office of Am Radio Sales Co., has joined sales staff of KSFO San Francisco.

• LARRY CONTI promoted to chief announcer of WSTV-AM-FM Steubenville, Ohio. MARSHALL FATKIN joins news staff of WSTV (TV).

• NORMAN WINN and SANDY SIMS join copy staff of WMAZ-AM-TV Macon, Ga. DONNIE CARL, formerly of copy staff to announcer of WMAZ.

• BURT YOUNG, formerly of Lando Adv., Pittsburgh, to WTAE (TV), that city, as member of promotion department.

• CHARLIE JEFFERDS, air personality of WHIM Providence, R.I., to WICE, that city, in similar capacity.

• DEEMS TAYLOR, music critic and commentator, signed by WGN-TV Chicago for *Great Music From Chicago* symphony series starting Oct. 18.

• DR. JOHN WESLEY HOLLAND, 82, radio pastor of WLS Chicago's *Little Brown Church of the Air* for 26 years, died May 15 after several weeks' illness. He is credited with being first ordained minister ever appointed for a "radio parish," retiring in 1958.

• HAROLD J. SCHMITZ, KFEQ-AM-TV St. Joseph, Mo., honored with national Animal Agricultural Award for farm directors, sponsored by American Feed Mfrs. Assn.

• GENE BLAINE resigns as program director of WAKE Atlanta, Ga.

• ELWOOD S. THOMPSON, formerly of WPVL Painesville, Ohio, and SANDY FOUTS, formerly of WRRF and WITN (TV), both Washington, N.C., join WBRE-AM-FM-TV Wilkes-Barre, Pa., as members of announcing and production staffs.

• KENNETH DAUST, formerly staff announcer of KWK-AM-TV St. Louis, to KPLR-TV, that city, in similar capacity.

• DON HICKMAN, formerly part owner of WTUC Union City, to WDXI-AM-TV Jackson, both Tennessee, as announcer and member of programming staff.

• JULIAN ROSS, head of music library, WINS New York, named newsroom supervisor.

• EV SUTHERIN, formerly of WWVA-AM-FM Wheeling, W. Va., to WGL Fort Wayne, Ind., as air personality.

• JACK CHASE, oldest son of Warren Chase, chief engineer of WDEV Waterbury, Vt., has received appointment to U. S. Military Academy at West Point, reporting July 1. He was sponsored by Sen. George Aiken (R-Vt.).

Representatives

MR. COTTINGTON

• CHARLES H. COTTINGTON, formerly vp in charge of broadcasting, Erwin Wasey & Co. (now Erwin Wasey, Ruthrauff & Ryan), N.Y., to Stars National, that city, as president.

• GIL JOHNSTON, formerly manager of KWK St. Louis, to Robert E. Eastman & Co. as manager of St. Louis office.

• JOHN A. MCELFRESH, formerly on sales staff of WCAU-TV Philadelphia, to CBS Television Spot Sales, as account executive, Chicago office.

• GEORGE BEAVERS, salesman in New York office of Broadcast Time Sales, named director of sales development in firm's west coast division.

Programming

• ARNOLD FETBROD, formerly coordinator of syndication sales of Screen Gems, N.Y., to Official Films, that city, as manager, syndication department.

• JACK J. BROWN, formerly head of his own advertising agency in Chicago, appointed midwest division manager, Trans-Lux Television Corp., that city.

• JACK SHEA, NBC-TV director, elected president of Hollywood local of Radio & Television Directors Guild. HOWARD QUINN, CBS-TV association director, elected vp; MURRAY SCHWARTZ, NBC-TV associate director, secretary. Run-off election will be held between Hap Weyman, director of KABC-TV, and DAN GINGOLD, director of KNXT (TV), for post of treasurer. Mr. Shea, as president, automatically becomes representative of local on union's international board, to which SEYMOUR BERNS, retiring president, was elected and MICHAEL KANE re-elected.

• CHARLES L. TOWNSEND, formerly manager, film and kinescope facilities of NBC, to TelePrompTer Corp., N.Y., as director, television engineering.

• RICHARD R. KREPALA to promotion manager of Peachtree Production Assoc., Atlanta. Other PPA appointments: BETTY L. MERRITT to promotion and pr manager; LOUIS C. INGRAM, JR., formerly on sales staff of 20th Century Fox Films, Hollywood, to sales manager; NORMAN WHITMAN, formerly of WERG-TV, Mobile, Ala., to production manager.

• GERTRUDE PALMER, office manager of National Telefilm Assoc., N.Y., named director of personnel.

• MEL LONDON, formerly executive producer of On Film Inc., Princeton, N.J., to Transfilm Inc., N.Y., as producer for industrial film division.

• TOM MORGAN, artist and repertoire producer of Capitol Records, Hollywood, adds duties of liaison with motion picture and tv industries.

• L. MERCER FRANCISCO, head of Francisco Films, Chicago, appointed editorial consultant to Atlas Film Corp., Oak Park, Ill. Film firm also announced leasing of additional quarters at 185 N. Wabash Ave., Chicago.

• TONY WILSON, formerly production executive of Young & Rubicam, signed by Screen Gems, Hollywood, as producer for *Alcoa-Goodyear Theatre* tv series.

• OSCAR RUDOLPH, who directed most of *The Donna Reed Show* during current season for Screen Gems, N.Y., signed to multiple-film contract as director of next season's series. PHIL SHARP, formerly contract producer of CBS-TV, signed as associate producer of *The Donna Reed Show*. Other Screen Gems appointments: HET MANHEIM as story editor for new *Undercover Man* series; DON MOORE as story department editor, Hollywood office, and EVE ETTINGER as department's associate editor.

Equipment & Engineering

• MICHAEL BALOG, formerly manager of semiconductor division of Sylvania Electric Products, N.Y., named plant manager of CBS-Hytron's receiving tube plant in Newburyport, Mass.

• CHARLES M. VOLKLAND, formerly west coast assistant regional sales manager of Philco Corp.'s Govt. & Industrial Div., appointed sales manager of Sierra Electronic Corp., Menlo Park, Calif., Philco subsidiary.

• DAVID ALAN SAFER, formerly public relations consultant of Embassy of India in Washington, D.C., and previously director of public and professional relations of Cavitron Equipment Corp., Long Island City, N.Y., named director of information services of CBS Labs, Stamford, Conn.

• WILLIAM L. REYNOLDS, general counsel of Electronic Industries Assn., Washington, resigns to join Litton Industries, Beverly Hills, Calif., as general attorney, effective about June 1.

Allied

• LLEWELLYN BROOKE WHITE, 59, veteran editor and author of *The American Radio*, died May 15 in Lenox Hill Hospital, N.Y., following coronary thrombosis. Mr. White retired in 1955 as State Dept. program division chief for press service of International Information Administration. Published in 1947, *The American Radio* dealt with the history and growth of that industry.

• PAUL DUDLEY, 46, script writer for radio, tv and motion pictures, died May 18 in Duarte, Calif., of lung fungus disease. Mr. Dudley wrote for Jack Paar, Frank Sinatra and *Martin Kane, Private Eye* series.

International

• ELDON M. SINCLAIR named president of Leo Burnett Co. of Canada, Toronto, Ont., succeeding RICHARD N. HEATH, Chicago, appointed chairman of Canadian executive committee.

Anita Sundin Calling . . .

"Anita Sundin Calling" is heard Monday through Friday in convenient 90-second "capsule" form at peak hours for reaching women in the home and on their way to shop.

Anita provides Quint-City area housewives with a daily stream of recipes, hints to make home-making easier and social notes. Local groups use the show as their bulletin board for fraternal, social, civic and educational announcements.

Anita has a wide following and her audience respects her advice. Many women tell us they listen to the program to learn what is going on in the area.

Anita is available as a personality or for spot adjacencies . . . contact your P.G.W. Colonel or call, write or wire Sales Department WOC AM-FM-TV, Davenport, Iowa.

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

RADIO AM | FM

NBC 5000 WATTS AM

ELECTRONICS: $21 BILLION IN '70

EIA delegates optimistic at convention; WE's Lack honored

Electronics production is headed toward a period of intensive growth, with military output likely to quadruple by 1970, members of Electronic Industries Assn. were told last week at the association's 35th convention in Chicago.

The industry's meeting was marked by presentation of the EIA Medal of Honor to Frederick R. Lack, retired vice president of Western Electric Co. and a past vice president-director of EIA. The medal was presented by EIA President David R. Hull, Raytheon Co., at the Thursday (May 21) dinner.

Mr. Lack was the eighth "Electronics Man of the Year" honored by EIA. He served nearly a half-century with Western Electric, starting as a shop tester in 1911 and moving upward until his retirement in 1958. Among recent achievements was direction of the development and manufacture of Western Electric's Nike family of missiles and the recent Nike-Zeus anti-missile missile.

A series of two-score separate business meetings marked EIA's convention, held at the Sheraton Towers in Chicago. These ranged from consumer items to military and specialty product problems.

Bullish Report • Mr. Hull gave an optimistic report on industry progress. He estimated 1959 electronics sales at the factory level will reach $9 billion this year for a new record. Military production absorbs 52% of industry sales and 30% of the Defense Dept.'s procurement dollars he explained. The military output will approach $5 billion this year, he predicted, emphasizing the $2 billion electronic output devoted to missiles. Civilian space equipment will use about a third of electronics through 1970, he estimated, with $4.8 billion this year.

EIA's efforts to induce the government to conduct a long-range spectrum study of the radio spectrum were recounted by Mr. Hull. EIA will state its views at a June 8-9 Senate Commerce subcommittee hearing.

"We in electronics must strive for technical improvements that will assure the United States of continuing mastery in modern military armaments and the exploration of outer space," Mr. Hull said. "At present we have good reason to believe that this country is ahead of its rivals in electronic technology and production. It is our responsibility to retain this lead."

The $5 billion military electronics output this year is expected to exceed $21 billion by 1970, EIA was told by Frank W. Mansfield, Sylvania Electric Products, reported in his capacity as chairman of EIA's Marketing Data Dept.

"Sales of table, clock and portable radios increased 400,000 sets to 8.6 million during the current fiscal year," he said, with tv sales to consumers declining from 5.9 million to 5.2 million sets.

Stereo Stimulation • Robert S. Bell, Packard Bell Electronics Corp. who heads EIA's Consumer Products Division, said the increase in phonograph sales of 4.7 million units during the year was mainly because of the enthusiastic public response to stereo. Only 50,000 stereo phonos were sold by factories during fiscal 1957-58, he said, but 1959 stereo sales are expected to reach 2.2 million units. Stereo's impact cut monaural sales from 4.4 million to 2.5 million units.

Factory production of tv sets is running around the 100,000 mark per week, 15% of the previous year-to-date figure, Mr. Bell said, and consumer purchases in March and April were ahead of the same months last year. He added that EIA is studying the threat of foreign imports, excise tax relief and multiple tv set production activities.

Servicing and installation of electronic equipment has risen to $2.8 billion a year, tripling in the last eight years, according to Kenneth H. Brown, Westinghouse Electric Corp., chairman of the EIA Service Committee. He said the industry should continue to work toward increasing the prestige and business ability of the service technician.

D. W. Gunn, Sylvania Electric Products, speaking as chairman of the EIA Tube-Semiconductor Division, said the dollar value of transistor sales by factories has increased more than 20 times in a five-year period, or from $5.1 million to $112.7 million. In the same period the germanium silicon semiconductor dioderectifier industry has quadrupled from $20 million to $96 million.

Picture Tubes Down in '58 • Sales of tv picture tubes by manufacturers during 1958 fell below 1957, or 8.3 million units with factory value of $163 million, he said, adding, "Developments in this industry are pointing toward shorter necks, more efficient electron guns and improved picture quality."

U. S. exports of electronic equipments and parts rose nearly 10% between 1957 and 1958, said Ray C. Ellis, Raytheon Co., chairman of the EIA International Dept. Radio shipments increased from 298,000 units worth $7.9 million in 1957 to 316,000 units valued at $10.3 million, he said. Tv receiver exports in 1957 totaled 156,000 units priced at $19.6 million, rising to 219,000 sets valued at $25 million in 1958.

Mr. Ellis reported shipments in the broadcast transmitter field (am, fm and tv), including studio equipment, rose from $11.2 million in 1957 to $12.8 million in 1958. Export business totaled $100 million in the first quarter of 1959, down a little for the period.

Mr. Hull said the Consumer Products Division has embarked on a cooperative industry program "designed to stimulate tv set sales by convincing

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

numerous families that one receiver is no longer enough. It also began a preliminary study of the question of whether EIA should sponsor an electronic patent exchange, starting in the consumer goods area."

Spectrum Re-evaluation • He explained another activity which is more long range in its effects but of great importance to the industry was its continuing program "to bring about a re-evaluation of one of our greatest national resources, the radio spectrum.

"EIA participated in the more limited studies and report of the Television Allocations Study Organization, which recently made its recommendations to the Federal Communications Commission. We also saw some progress in our two-year efforts to stimulate a government study of the civilian and military uses and requirements for radio channels."

Commenting on the June 8-9 EIA Spectrum Study Committee's scheduled House appearance, he said the committee is headed by H. Leslie Hoffman, Hoffman Electronics Corp. "While it is too early to forecast the ultimate disposal of pending legislation," Mr. Hull said, "it is encouraging that both the President and Congressional leaders are agreed on the need for a spectrum study although somewhat apart on the best method for conducting it.

"On the government relations front, our Government-Industry dinner in Washington last March was the most successful event of this kind we have yet held. Almost 600 persons, including 150 or more high ranking Government officials and legislators attended."

EIA Industry Problems • Mr. Hull added: "Despite a productive year and the generally optimistic outlook, we have some problems which are still unsolved and which should have our continuing attention. These fall into two categories: (1) those of concern to the entire industry and other industries and (2) those of a strictly EIA character.

"One of the most serious and complex problems in the first category is what we are to do about the rapidly increasing foreign competition, especially from Japan. Our Board of Directors and several of our divisions and committees have been occupied with this problem for more than a year. Yet no solution has been found which is acceptable to all members.

"Our Electronic Imports Committee, under Chairman Robert C. Sprague, Sprague Electric Co., has spent considerable time and effort in alerting federal agencies to the problem and attempting to win industry support for a petition asking our government to negotiate a limitation on these imports with Japan. We still hope this can be accomplished.

Electronic parts on upward sales curve

Electronic parts volume at the factory level should reach between $9.1 and $10 billion by 1960, according to estimates given at last week's Electronic Parts Distributors Show in Chicago last week.

Manufacturers of radio, tv and high fidelity parts and components, electronic equipment and service tools exhibited their wares to distributors at the Conrad Hilton Hotel May 18-20. Attendance hit about 13,000, comprising distributor, commercial sound, sales and advertising agency representatives.

The show conducted by the Electronic Industry Show Corp., included as sponsors Electronic Industries Assn., Assn. of Electronic Parts & Equipment Mfrs., National Electronic Distributors Assn. and other groups.

William H. Thomas, of James B. Lansing Sound Inc. and vice president of Electronic Industry Show Corp., noted a "very definite interest" in high fidelity by buyers and parts distributors. He reported that while hi-fi sales of wholesale parts distributors declined with the emergence of audio dealer specialists, the trend has now been reversed. He felt the "great bulk of high fidelity stereo customers" hasn't really materialized yet in the market place. He claimed stereo has required customers to "spend twice as much money and need twice as much space."

W. S. Parsons, of Centralab and show corporation president, predicted an annual 10-12% increase in parts distributor sales. In the past 10 years, he noted, volume increased 226%, while total electronic industry growth (excepting radio-tv entertainment products) jumped 165%. The largest potential, he said, law in the commercial and industrial market for electronic parts.

RCA delivers tv-tape

RCA last week announced delivery to WBTV (TV) Charlotte, N.C., of the first production model of its "advanced" television tape recorder. It features production of interchangeable color or black-and-white tv tapes, plus a built-in cueing system. Its tapes are said to be usable on any recorder meeting industry-determined standards, while properly prepared tapes from other machines can be played back on the RCA recorder with "maximum fidelity." RCA earlier produced seven pre-production models of its tv tape recorder. Six of them are being used by NBC in New York and Burbank, Calif., and the seventh has been in service at WBTV since September 1958.

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made*
PROVES
the
Montana Metropolitan Group
of Intermountain Network Stations
KBMY - KOPR - KMON
BILLINGS BUTTE GREAT FALLS
IS FIRST WITH
29% SHARE OF AUDIENCE
*Jan. '59—45 Markets—7 States
Get Your Copy From Your AVERY-KNODEL Man
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

National Cash Register Picks Jacksonville

S. C. ALLYN
Chairman of the Board
The National Cash Register Company

National Cash Register has picked Jacksonville for a new business machine supply plant. Jacksonville welcomes this new addition to the rapidly expanding North Florida economy and looks with pride toward National Cash Register's faith in Florida's Gateway City.

In Jacksonville, Jaxons have picked WFGA-TV, Channel 12.

NBC and ABC Programming

Represented nationally by Peters, Griffin, Woodward, Inc.

(Fifth of a Series)

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Jerrold has 26% gain

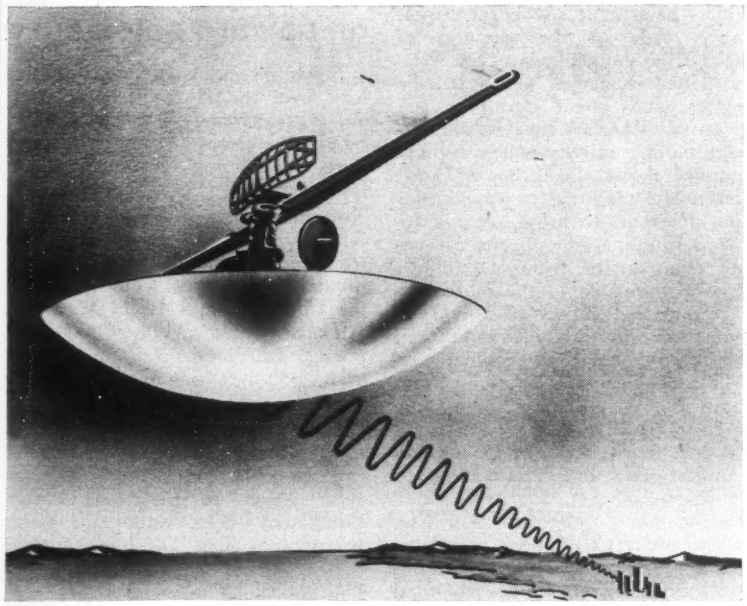
Operating revenues of Jerrold Electronics Corp. for the fiscal year ended Feb. 28 totalled $7,658,371, according to Milton J. Shapp, president of the manufacturing and community antenna system-owning firm. The new revenue figure was a 26% increase over the previous fiscal year's report. Net income after taxes was up to $397,656 (36c per share of common stock) for the fiscal year as compared to $105,281 (10c per share of common) for the fiscal year ended Feb. 28, 1958. Jerrold owns and operates community antenna systems in Alabama, Iowa, Arizona, Idaho, California, New Jersey and Washington, serving approximately 33,000 subscribers.

• Technical topics

• Nems-Clarke Co. (electronic equipment), Silver Spring, Md., a division of Vitro Corp. of America, had $2 million new business last month. N-C had orders totaling $3.6 million in the first four months of this year (about three times the same 1958 period). Equipment is being shipped at a rate of $500,000-worth a month.

• Camera Equipment Co., N. Y., introduces a new CECO Blimp designed exclusively for the Maurer camera. The new Blimp features an external viewfinder which permits the cameraman greater ease in viewing scenes. Lenses from 15mm focal length can be used. The Blimp normally takes a 400-ft. magazine but an additional hood for a 1200-ft. magazine is available.

• Raytheon Co., Waltham, Mass., announces a new 24-channel fm carrier system for channelizing its MCR-1000 microwave radio communications link. Manufactured for Raytheon by Lynch Carrier Systems, S.F., the B-640 multiplex carrier features transmitter crystal-control, miniaturized plug-in assembly and full compatability with telephone transmission standards. It provides voice channels over fm subcarriers in the 40 to 420 kc base band. The carrier equipment may be separated from the associated rf equipment by several miles of wireline or cable.



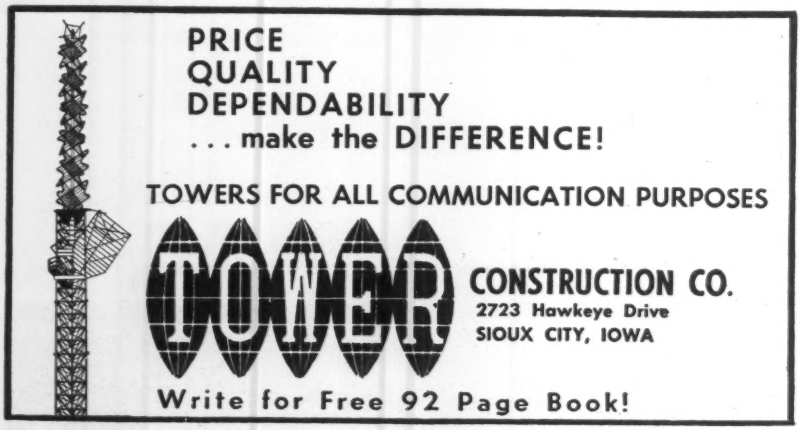
Sky stations • The Raytheon Co., Waltham, Mass., plans to send stratospheric stations (see drawing) miles above the earth. The company's Government Equipment Div. says that a key factor in the project is development by Raytheon of a high-frequency, high-power microwave tube called the Amplitron. Long-range tv transmission, other communications, missile detection meteorology and other commercial-military operations will be aided by the helicopter-borne stations. Weightless fuel to power them will be from high frequency radio waves in the microwave region. The energy will be beamed in narrow paths from transmitters on earth.

• Emerson Radio & Phonograph Corp., Jersey City, N.J., has leased 10,000 square feet of space in Canada House, 680 Fifth Ave., New York, to provide facilities for an Emerson and DuMont Exhibition Hall. An additional area is to be occupied by Emerson's national sales headquarters. The hall, expected to open in June, will be used to demonstrate radios, tv receivers, stereophonic high fidelity instruments and air conditioners. DuMont's radio-tv receiver line is manufactured by Emerson.

• Philco Corp., Phila., had first-quarter sales of $95,558,000 and net income of $1,589,000. Earnings were 37 cents a common share after preferred dividend requirements. Sales in last year's first quarter were $74,016,000 with a net loss of $1,098,000 (29 cents a common share). This means a 29% volume increase over 1958.

• Minnesota Mining & Manufacturing Co., St. Paul, had first-quarter sales of $102,361,998 and common stock earnings of $13,191,419 (78 cents a share). In the same time last year 3M sales were $85,207,362 with common stock earnings of $7,899,374 (47 cents a share).

• General Precision Lab Inc., Pleasantville, N.Y., has appointed The Northern Electric Co. Ltd., as Canadian distributor for its tv equipment.



CBC faces threat of NABET strike

A strike vote is being taken by the 1,268 members of the National Assn. of Broadcast Employees & Technicians against the Canadian Broadcasting Corp., on a matter of higher wages in a new contract. A Canadian conciliation board has recommended an 8% increase over an 18-month period.

The strike vote is expected to be completed by the end of May and if NABET goes on strike it will interfere with the extensive coverage of the six-week tour of Queen Elizabeth II to Canada, June 18 to Aug. 1.

NABET Canadian Director Tim O'Sullivan, claimed that CBC technicians are paid "well below" the national average for skilled workers, starting at $46.44 weekly and receiving a minimum of $70.61 weekly after two years' experience. A NABET strike would mean that the national radio and television networks could work only with limited coverage and film, but CBC would carry on as shown by this past winter's two-month strike on the French-language radio and tv networks.

CAB's Neill urges beer-wine ban repeal

Beer, wine and securities advertising on Canadian broadcasting stations was urged by Malcolm Neill, CFNB Fredricton, N.B., and president of the Canadian Assn. of Broadcasters, at a May 14 hearing of the Canadian Board of Broadcast Governors (BBG) at Ottawa.

Mr. Neill suggested that the BBG impose no special regulations prohibiting beer and wine advertising. This would permit stations to use such advertising in provinces where the provincial government permits such advertising in other media.

At present beer and wine advertising is only allowed in Quebec province. BBG is at present overhauling broadcasting regulations inherited when it took over regulatory operations from the Canadian Broadcasting Corp. last fall.

CAB also asked that advertising of certain securities, those approved by provincial authorities and for investment under the Canadian and British Insurance Companies Act, be permitted on radio and television stations.

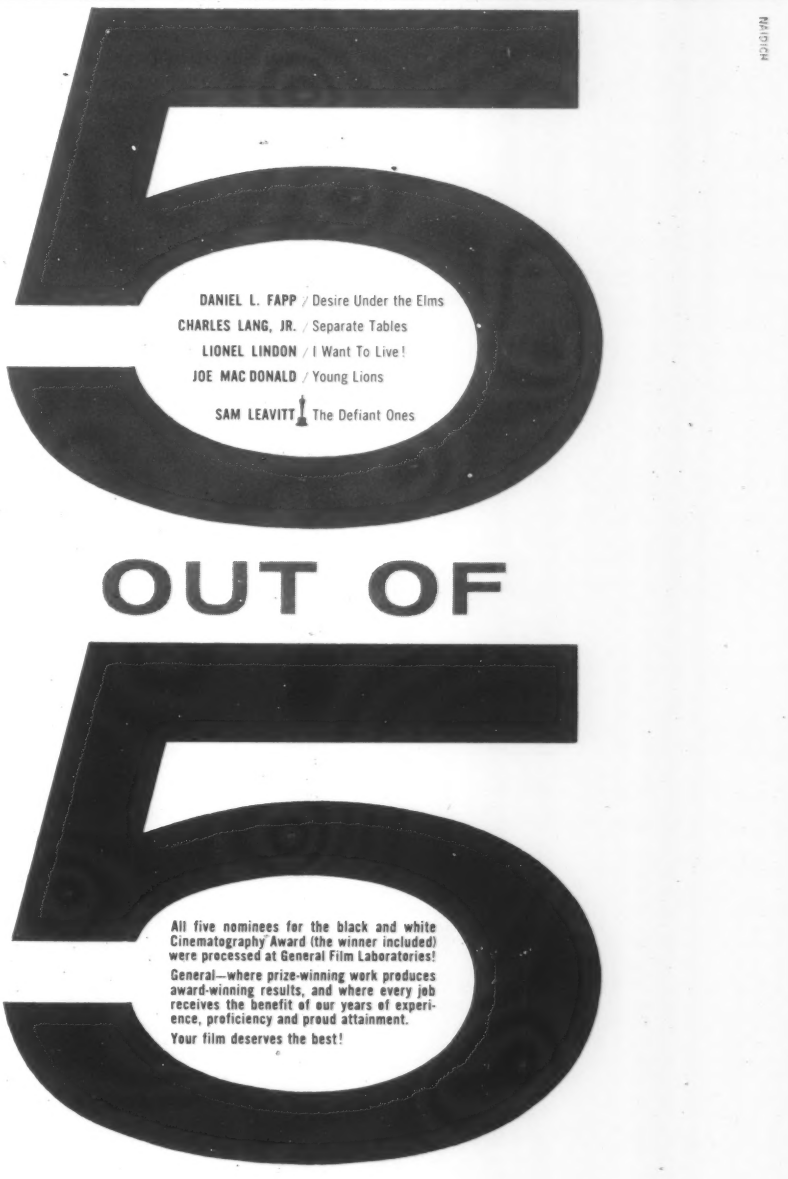
FC&B German office

Foote, Cone & Belding is setting up shop in Frankfurt, Germany. Don R. Cunningham, FC&B Chicago account executive, will head the office.

Growing business in Germany and the potential of the expanding European Common Market were cited by Robert F. Carney, board chairman of FC&B, as reasons for opening the Frankfurt branch. As managing director, Mr. Cunningham will be in charge of a staff of 16 people. FC&B also is represented in England, Mexico and Canada.

CBC loans personnel for West Indies study

Neil Morrison, audience research director of Canadian Broadcasting Corp., Toronto, Ont., has been loaned to the West Indies Federation government for three months, to make studies for a federal system of broadcasting for the new federation of former British colo-


5
DANIEL L. FAPP / Desire Under the Elms
CHARLES LANG, JR. / Separate Tables
LIONEL LINDON / I Want To Live!
JOE MAC DONALD / Young Lions
SAM LEAVITT / The Defiant Ones
OUT OF
5
All five nominees for the black and white Cinematography Award (the winner included) were processed at General Film Laboratories!
General—where prize-winning work produces award-winning results, and where every job receives the benefit of our years of experience, proficiency and proud attainment.
Your film deserves the best!
GENERAL FILM LABORATORIES CORP.
1546 ARGYLE AVE. • HOLLYWOOD 28, CALIFORNIA • HO 2-6171

One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

Advertisement

CCA SWAMPS KCRG

In a letter to Boyd W. Lawlor, General Sales Manager of Community Club Awards, Mr. Redd Gardner, General Manager of KCRG-TV & AM, Cedar Rapids, Iowa, stated:—

Mr. Gardner

"If you could see the mountain of sales slips, bottle caps, etc., we have accumulated as CCA proofs-of-purchase, you would know that CCA in Cedar Rapids is a big success. We even rented an empty store in which to pile them! The KCRG Stations are concerned with the quality of their advertisers. Every single advertiser we signed up for CCA is of the highest quality in Cedar Rapids. Many of them have never advertised as heavily before and many had never been on our stations at all. All of them allocated new budgets to include CCA, or they increased their current spending to include CCA. Thanks for selling CCA to the KCRG Stations!"

COMMUNITY CLUB AWARDS
20 East 46 Street
New York 17, N.Y.
MUrray Hill 7-4466

nies. Other CBC personnel are expected to be loaned to the federation as well. Mr. Morrison will make recommendations on programming, capital and recurrent costs, regularizing standards of radio and television, and the establishment of a co-ordinating authority.

At present, there are six radio stations in the West Indies Federation, and no tv stations. Commercial stations are operated at Kingston, Jamaica, and two in Trinidad, with government stations on the islands of Grenada, Antigua and Montserrat.

• Abroad in brief

• New York office of the National Film Board of Canada has set up a television film library for service organizations that reach the public through time donated by local tv stations. The library offers films dealing with creative arts, health, welfare, safety, science, nature study, industry, labor and sociology. Catalogues obtainable from NFBC, Canada House, 680 Fifth Ave., New York 19.

• The following are locations and dates of electronic exhibitions: International Electronics & Nucleonics, Tv, Radio & Kinematography Show, Rome, Italy, June 15-July 5. (Nucleonics, June 15-20; electronics and radio-tv, June 22-26.) Bi-annual West German Radio Show, Frankfurt-on-Main, Aug. 14-23. Swiss Radio & Television Show, Zurich (tentatively) Aug. 27-Sept. 1. Sixth Annual Radio, Television, Telecommunication & Automation Fair, Lyublyana, Yugoslavia, Aug. 28-Sept. 8. Tenth International FIRATO Radio, Television & Phonograph Exhibition, Amsterdam, Sept. 1-8. National Radio, Television & Phonograph Exhibition, Sept. 10-21, Paris, France.

• Ontario Radio Sales Ltd., Toronto, Ont., has been formed by Arnold Stinson, formerly of Radio Representatives Ltd., Toronto, and CJOY Guelph, Ont., and CJRH Richmond Hill, Ont. The new firm starts with representation in Ontario of CJOY and CJRH and will make its headquarters at CJRH in suburban Toronto.

• West German radio-tv set wholesalers had a 4% sales increase in January-February over the same period last year. The increase was influenced by a short period of price-slashing of 90° deflection tubes now that 110° models are on the market.

• Siemens & Halske (electronic manufacturer), West Germany, paid a 14% dividend on registered capital in its 1957-58 fiscal year.

• Standard Elektrik Lorenz had a 15% sales increase last year. Export sales were up 11%.

• Max Braun (radio-tv appliance manufacturer), West Germany, had a 20% sales increase last year over 1957.

• The Russians have an experimental vhf color television transmitter at the state-owned laboratories in Leningrad. It gives coverage to a five-mile radius. The transmitter uses OIR standards with an additional subcarrier for color information (a 625-line picture resolution with a spectrum distance of 1.5 mc between video and sound carriers).

• Canadian Broadcasting Corp., Toronto, Ont., has sold two educational television film series for use in other countries. The Australian Broadcasting Commission has ordered 26 episodes of CBC's *The Living Sea* series, and the National Educational Television Network, Ann Arbor, Mich., has ordered 12 programs of the physics series *Live and Learn*. This is the first time the U.S. network has bought an outside film series. CBC had earlier sold *The Living Sea* series to Great Britain's Granada Television organization.

• CHAU-TV New Carlisle, Que., to go on the air early this summer with 52 kw video and 27 kw audio power. The ch. 5 outlet will use a Canadian GE eight-slot low channel antenna. This will be the tallest low channel tv antenna built in Canada with a 32 inch diameter, power gain of 24, length of 164 feet (12 feet inside tower top) and will be erected on a mountain about 1,800 feet above the Bay of Chaleur on the Gaspe Peninsula.

• CHUM Toronto, Ont., has moved studios and offices to 1331 Yonge St., where station occupies 15,000 sq. ft. of floor space on two floors. Telephone is Walnut 5-6666.

Too many spots

Television commercials are "about the most public piece of systematic looting in British history," Laborite Christopher Mayhew said in recommending passage of a law restricting sponsored time on the country's commercial tv network.

Mr. Mayhew said tv advertising averages about six minutes an hour during the day but increases to nine minutes an hour in evening peak hours. He maintains this is "wholly excessive."

Drummer boy • Four-year-old Bill Autry is commissioned in the sales corps of WRBL-TV Columbus, Ga., by Ridley Bell, station manager (top). Below, he has been convoyed north and is shown at a Madison Avenue engagement with Ted Kelly, McCann-Erickson timebuyer. The "Wee Rebel," son of WRBL-TV production director Chick Autry, won the post over a number of outsiders recruited through casting and model sources. The idea of personifying the station's cartoon logotype was suggested by Liller Neal Battle & Lindsey, WRBL-TV's agency.

WFAA farm tour next month

A group of 175 farmers, ranchers, bankers and their wives leave June 17 on the 10th WFAA Dallas Farm Study Tour. They will be away through July 1.

A special train will take the tourists from Dallas to Omaha, Minneapolis, Winnipeg, Jasper National Park, Kamloops, Vancouver, Portland, Spokane, Coeur d'Alene, Glacier National Park, Billings, Black Hills, Denver, Colorado Springs and back to Dallas. Stops include markets, farms, fairs, factories and local points of interest along the way.

Murray Cox, WFAA farm director, conducts the tour this year as he has for the past nine.

Saturation awards

Liquid detergent Lestoil's 25th anniversary and completion of 150,000 sq. ft. of office and plant space was celebrated at an open house last week in Holyoke, Mass. By the end of the party, Lestoil's founder and president, Jacob L. Barowsky, had collected a long shelf-full of awards.

A silver tray was presented by WHYN-TV Springfield, Mass., to Mr. Barowsky. WHYN-TV was the first station that Lestoil used in its march from regional to national distribution by the saturation tv route. WBNS-TV Columbus, Ohio, presented Mr. Barowsk ywith a "Buckeye" tree. Knox Glass Co. and distributor Feldman Glass Co. presented a sterling silver Lestoil bottle in recognition of Mr. Barowsky's "25 years of outstanding leadership in modern manufacturing, merchandising and advertising." The Massachusetts Dept. of Commerce Special Achievement Award was also given.

Massachusetts' Lt. Gov. Robert F. Murphy, spoke at the dedication ceremonies, along with Holyoke Mayor Samuel Resnic, who brought along a City of Holyoke plaque for the Lestoil president. Mr. Barowsky took the occasion to announce a forthcoming new product (details not given) and to restate his faith in television.

At the May 18 ceremonies: state and local officials, media and trade representatives. Tours through the new plant went on all week.

WINS anti-freeze dollars

New York car owners drained WINS there of $500 in less than two hours on May 16 when the station paid $1 each to the first 500 listeners who brought in their drained out antifreeze. The contest was held to encourage the warm weather draining of anti-freeze from car radiators. The song "Cool, Cool Water" was the theme music of a week-long series of 30-second spots preceding the event.

Finals in the race

Winners have been announced in the annual WFBM-AM-TV Indianapolis Motor Speedway Race contest for timebuyers and Katz Agency Inc. sales-

IN CINCINNATI METROPOLITAN AUDIENCE IN

ONE YEAR

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

men. The trick is to guess drivers' pole positions (qualifying times) for the upcoming Indianapolis race.

Winners: N. C. Doughty of N. W. Ayer & Son Inc., Detroit; Rudi Marti of Campbell-Mithun Inc., Minneapolis; Arthur J. Meagher of Young & Rubicam Inc., New York; Edward Kahn of Victor A. Bennett Co., New York; Eleanor D. Werner of Hirsch Tamm & Ullman, St. Louis.

Katz Agency winners: Ken MacQueen of Detroit, Don Kamin of Chicago, Frank McCann of New York, Jim Greenwald of New York and Alan Axtell of St. Louis.

Victors will be flown to Indianapolis Saturday (May 30), for a weekend that includes box seats at the Indianapolis 500 event.

WFBM-AM-TV also assign the number of a competing car to each of the agencymen. The holders of these numbers will receive prizes according to how their cars place at the race's finish.

Francophile flacks

Press releases dated "le 13 Mai" and written entirely in French were distributed by CBS Radio. Baffled monolingual editors were informed the following day by an English transiation dispatch that it was all about the network's hour-long Maurice Chevalier "spectacular" upcoming from Paris in September. The message expressed confidence that Monsieur Chevalier's performance will further cement Franco-American relations, already off to a good start, thanks to Lafayette, Jefferson and Franklin.

Looking ahead

In the rush of day-to-day promotion, KXEL Waterloo, Iowa, also is looking to the future and has taken steps to remind future generations of its call letters. In a cornerstone for Waterloo's new city hall, there is a half-hour KXEL taped message to listeners in the year 2059. The mayor placed the recording alongside city documents, maps and civic mementoes in the cornerstone at building ceremonies.

The tape, narrated by KXEL announcer Bob Lakin, includes general news items, farm news and popular songs to convey "the sound of a hundred years ago." Playback instructions are included in the package. The recording was made on Scotch brand 150 magnetic recording tape of Minnesota Mining & Mfg. Co. It was sealed in a plastic bag and encased in an aluminum can sealed with masking tape.

in Shorthand...

it's Gregg

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1959 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio... **dependable** facts they can translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1959 **BROADCASTING YEARBOOK,** packed with more data about the broadcast media than ever before, will be delivered to 16,000 **paid** subscribers in August. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's **the** day to reserve a good spot for it.

Deadlines? July 1 if proofs are needed; July 15, no proofs.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Merchandising the medium market

How do you put a medium-size market on the map?

WICU-TV Erie, Pa., acknowledges that it has a problem "in convincing some national dollar-spenders that the Erie market is a fruitful place to plant a budget."

In such places local product sales representatives spend considerable time in sporadic efforts to sell the territory to national marketers and dispensers of cooperative advertising funds. These diverse efforts now are being coordinated in Erie. WICU-TV has taken the initiative and come up with the Sell the Erie Market (STEM) Club.

Club members are product men, jobbers, brokers, retailers and others. Some 80 of them, mostly food and drug people, answered WICU-TV's call last month to organize. Now they are on a bi-monthly meeting basis and feeding Erie promotional material regularly to their home offices.

For the first STEM meeting, Paul Whittingham, WICU-TV marketing director, planned a relaxed but substantial bill of fare. Ben McLaughlin, general manager of the station, was on hand to greet guests as they stepped up for a menu featuring a bar, a buffet and a beauty (briefly uniformed serving maid).

In addition to refreshments, the guests got corsages to carry home to wives who allowed them an extra night out.

Substance of the meeting: a speech by a food trade publisher, a question and answer session, information kits on Erie and WICU-TV and a visual presentation on market promotion by station officials. Costs of this and all subsequent STEM meetings are being born by WICU-TV.

First-person presentation

The personalized approach to agencies was used in New York by Graham Moore, sales manager of Gold Coast stations KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, all California.

Mr. Moore held nightly presentations at a suite in New York's Sheraton-East Hotel for two weeks running for media experts from leading agencies, taking one group (30 people on the average) from a single advertising agency or two medium-sized agencies each night. About 270 New Yorkers saw the showings (May 5-15) which point up the Gold Coast region as a single, virtually exclusive area market.

The same presentation has been

shown elsewhere around the country, including San Francisco and Cincinnati. Chicago and Minneapolis are next on Mr. Moore's itinerary.

• Drumbeats

• NBC News has established a $60,000 annual fund to spur development of new programming. Preparations are currently underway for seven full hour news programs to be scheduled in prime evening time. Announced so far are: a two-part examination of "Africa: Its New Nationalism," "Spotlight on Latin America," a mid-year appraisal of major world news developments, "The Best of '59," "Projection '60," and a special program probing the background of a major news event.

• Bill Stewart, d.j., KMPC Los Angeles, has inaugurated a series of teenage news conferences to bring entertainers to youngsters for interrogation. In the first program, school newspaper editors questioned Columbia Pictures' actor-singer James Darren.

• The tower of KYA San Francisco has become a giant "Victory Candle" for the Giants baseball team. The structure has been outlined with red lights topped by a red and yellow flame. It is turned on whenever a Giant victory is announced and left ablaze until midnight that evening. The Victory Candle, visible for a 15-mile radius in the Bay Area, was the idea of Morton J. Wagner, executive vice president of the Bartell Family Radio stations and general manager of KYA.

• WCCO Minneapolis has helped two local newswomen tour Russia. They won part of their expenses from a journalism society but were $1,000 short when WCCO announced their plight one Sunday evening. Listeners and the station rallied with the full amount. The women are taking recordings of WCCO programs to play in Moscow and will also send back reports to the station.

• There is a new name among show credits of WTMJ-TV Milwaukee. It will appear June 15 when the station presents a "translation" of Shakespeare's "Macbeth," 2-3 p.m. The adaptation is by Milwaukee Mayor Frank P. Zeidler who has put the play in modern English.

• KEZY Anaheim, Calif., set out to let people in its coverage area know about it before the station commenced operation. A 50-ft.-long, 10 ft.-high electrically illuminated sign was flown behind a plane over Orange County and an 18 ft. x 12 ft. sign toured the area atop a station wagon. KEZY debuted May 17 on 1190 kc with 1 kw.

• KXOK St. Louis, Mo., has more than 300 news stringers touring its area each day. They are cab drivers carrying "KXOK Radio News Cab" decals on their taxis. The station pays $5 for each news tip phoned in by the drivers. They also compete for $25 given for the best tip of the week.

• WFMQ (FM), Chicago good music station, is publishing a "Top-40" list every two weeks. The list, distributed via record stores, comprises the top four classical albums, the top seven jazz albums, and the top 15 popular albums and the top 15 single phonograph records, excluding rock and roll. numbers.

• Three times as many votes were cast in the KXO El Centro, Calif., "Imperial Valley Mother of the Year" contest than in the last city election there, according to station calculations. The winner got a diamond ring, a three-day trip to Las Vegas and a color portrait.

• Graduation ceremonies were to be held Saturday (May 23) in the studios of WMAL-TV Washington for 156 persons who are receiving full American U. college credit for its series, *The Life and Teachings of Jesus*. Another 1,800 participated on a non-credit basis in addition to an estimated 32,000 families (American Research Bureau) that watched the Saturday series. The course was taught by Dr. Edward W. Bauman, university chaplain. FCC Comr. Rosel H. Hyde took part in the graduation program.

• A spate of bad checks in the area prompted KRSD-TV Rapid City, S.D., to put on a special public service program presenting a panel of local officials, showing samples of bogus checks and telling how to spot them. No more were passed after the show, KRSD-TV reports.

• WJPS Evansville, Ind., collected 35 cakes in a contest offering $50 first prize and ten $5 merchandise certificates for the best call letter-decorated entries. Winners included an edible turntable and a typewriter cake complete with keys and inserted paper bearing a station slogan. The Sears Roebuck Evansville store co-sponsored the WJPS promotion, putting up prizes and in-store signs.

• WPEN Philadelphia calls its summer sales presentation "Fresh Air Selling." Cardboard fans bearing the slogan are being left with sales contacts along with a brochure on the summer pitch. WPEN salesmen use a flip chart presentation

on "Radio as a Basic Summertime Buy," selling directly against television and newspapers. Points and figures are summarized in the brochure left with prospects.

• The WTMJ-TV Milwaukee *Woman's World* series (Monday-Friday 1:30-2 p.m.) has launched an "Architects at Home" feature. Each week a different Wisconsin architect discusses his own home, showing how it suits his family and what he had in mind when he designed it.

• When morning man Al Lohman Jr. left KBOX Dallas to join WABC New York, KBOX placed a three-column by 15-inch spread in the *Dallas Times Herald* to congratulate its departing dj.

• WBZ Boston broadcast five 20-second announcements a day for 17 days to promote its "Sports Car Gymkhana." About 25,000 turned up at a suburban shopping center parking lot to see sports cars compete for WBZ prizes. A feature of the event was a race with WBZ staffers driving small carts powered by chain saw engines.

• Promotions by KISN Portland, Ore., to announce its change of call from KVAN included parading 10 girls with sandwich boards announcing "I just love KISN. Try it at Radio 91." The girls gave away numbered candy kisses to passers by. Numbers were selected, announced and listeners with the corresponding numbers given prizes.

• Half a hundred stringer cameramen for KDKA-TV Pittsburgh were wined, dined and briefed at an all-day studio seminar this month. The news photographers came from Pennsylvania, Ohio and West Virginia to discuss tv news techniques and technical developments. Stringer Steve Sewzak of New Castle, Pa., received a correspondent's award for his footage of the New Castle flood in January 1959. KDKA-TV is going to make the stringer seminar an annual affair.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 14 through May 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

Existing Tv Stations

APPLICATION

WBMG (TV) Birmingham, Ala.—Request for STA on ch. 4 in Birmingham, Ala., with ERP vis. 100 kw, aur. 60 kw; ant. height above average terrain 1387.65 ft.; pending finalization of rulemaking matters looking toward allocation of ch. 4 to Birmingham and pending resolution of any comparative hearing subsequently required for permanent operation on frequency. Ann. May 15.

CALL LETTERS ASSIGNED

KGUD (TV) Los Angeles, Calif.—Sherrill C. Corwin.

WEGS-TV Waycross, Ga.—Georgia State Board of Education.

KHOU-TV Houston, Tex.—Gulf Television Corp. Changed from KGUL-TV.

New Am Stations

ACTION BY FCC

Dallas, N.C.—Fred H. Whitley. Granted 960 kc, 1 kw D. P.O. address Box 997, Kannapolis, N.C. Estimated construction cost $22,350, first year operating cost $36,000, revenue $60,000. Mr. Whitley owns WGTL Kannapolis. Ann. May 20.

APPLICATIONS

Birmingham, Ala.—Birmingham Bcstg. Co. 1550 kc, 50 kw D. P.O. address 3855 30th St., North; Arlington, Va. Estimated construction cost $154,000, first year operating cost $120,000, revenue $130,000. Principals are **Mary** and **Richard S. Cobb** (25% each), **Charles R. Rudolph** (30%) and **Farley W. Warner** (20%). Cobbs are in frozen food business and Messrs. Rudolph and Warner are attorneys. Ann. May 14.

Tolleson, Ariz.—E. O. Smith 1190 kc, 250 w. P.O. address 3701 E Pasadena Ave., Phoenix, Ariz. Estimated construction cost $19,775, first year operating cost $32,500, revenue $37,500. Mr. Smith owns KEOS Flagstaff, Ariz., and has one-third interest in KHEY El Paso, Tex. Ann. May 18.

Coachella, Calif.—Coachella Radio Corp. 1460 kc, 500 w D. P.O. address Box 933, Beverly Hills, Calif. Estimated construction cost $15,220, first year operating cost $20,000, revenue $25,000. Sole owner, **Richard L. Triplett** is drilling contractor. Ann. May 15.

Aspen, Colo.—Aspen Bcstg. Co. 1260 kc, 5 kw. D. P.O. address General Delivery, Aspen. Estimated construction cost $49,106, first year operating cost $31,200, revenue $57,000. Equal one-third partners are **Myron J. Kammeyer,** professional pianist; **Edward L. Vestal,** ski instructor; and **Theodore B. Gazarian,** office manager for brokerage firm. Ann. May 15.

Denver, Colo.—T.I. Moseley 1470 kc, 1 kw. D. P.O. address 1515 Industrial Way, Belmont, Calif. Estimated construction cost $44,950, first year operating cost $60,000, revenue $72,000. Mr. Moseley is mechanical engineer and industrialist, manufacturing radar antennas. Ann. May 18.

West Hartford, Conn.—Grossco Inc. 1550 kc, 1 kw. D. P.O. address 74 Whetton Rd., West Hartford. Estimated construction cost $45,051, first year operating cost $85,000, revenue $90,000. Principal owner is **Julian Gross** (74.3%). Mr. Gross heads advertising agency in Hartford. Ann. May 18.

Coral Gables Fla.—Sioux Bcstg. Corp. 1550 kc, 10 kw. D. P.O. address Miami Beach First National Bank Bldg., Miami Beach, Fla. Estimated construction cost $125,000, first year operating cost $150,000, revenue $160,000. Principals are **Robert A. Peterson, Cameron Stewart** and **Jerome C. Annis** (23% each), **Henry K. Peterson** (21%) and **Robert L. Johns** (10%). Messrs. Robert A. and Henry K. Peterson are attorneys; Messrs. Stewart and Annis are real estate brokers and Mr. Johns is employe of ad agency. Ann. May 14.

Dunedin, Fla.—Broadcasting Associates. 1550 kc, 5 kw. D. P.O. address % WPDQ, Gulf Life Bldg., Jacksonville, Fla. Estimated construction cost $25,744, first year operating cost $42,000, revenue $60,000. Principals are **James R. Stockton** (45%), **Richard E. Fellows** (20%), **Ernest R. Currie** (20%) and **Robert R. Feagin** (15%). Messrs. Stockton and Feagin are stockholders WPDQ Jacksonville. Others are employes of WPDQ. Ann. May 18.

Englewood, Fla.—Sarasota-Charlotte Bcstg. Corp. 1580 kc, 500 w D. P.O. address Commercial Court Bldg., Sarasota, Fla. Estimated construction cost $18,936, first year operating cost $35,275, revenue $40,250. Principals include **Dorcus P. Monroe** (51.8%), **Dorothy A. Miller** (23.6%) and **Richard R. Purdy** (18.8%). Mrs. Monroe is housewife; Mrs. Miller is in construction and real estate and Mr. Purdy is in lumber business. Ann. May 18.

Eastman, Ga.—Farnell O'Quinn 1580 kc, 1 kw. D. P.O. address Box 265, Baxley, Ga. Estimated construction cost $19,585, first year operating cost $32,000, revenue $42,000. Mr. O'Quinn owns WCQS Alma and WHAB Baxley, both Georgia. Ann. May 18.

Fort Wayne, Ind.—Fort Wayne Bcstg. Co. 940 kc, 1 kw. D. P.O. address Box 123, Elkhart, Ind. Estimated construction cost $14,590, first year operating cost $82,000, revenue $90,000. Sole-owner, **Clarence C. Moore** owns WCMR Elkhart. Ann. May 18.

Iowa City, Iowa—Iowa City Bcstrs. Inc.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

Now... 4 offices to better serve you...

CINCINNATI, O.
Paul E. Wagner
Fifth Third Bank Bldg.
DUnbar 1-7775

WEST COAST
Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 20

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,318	39	126	695
FM	564	41	146	77
TV	455[1]	65	102	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 20

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1959

	AM	FM	TV
Licensed (all on air)	3,318	562	455[1]
CPs on air (new stations)	36	39	64[2]
CPs not on the air (new stations)	123	143	102
Total authorized stations	3,477	744	667
Applications for new stations (not in hearing)	491	54	40
Applications for new stations (in hearing)	159	21	70
Total applications for new stations	650	75	110
Applications for major changes (not in hearing)	555	40	34
Applications for major changes (in hearing)	49	0	17
Total applications for major changes	604	40	51
Licenses deleted	0	2	0
CPs deleted	1	2	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

1380 kc, 500 w D. P.O. address 615 Security Bank Bldg., Sioux City, Iowa. Estimated construction cost $12,150, first year operating cost $48,000 revenue $54,000. Principals are **Wyman N. Schnepp** (18.18%) and (9.09% each): **John W. Gleysteen, Eskil M. Nelson, Glenn M. Foster, John B. Albers, Edgar F. Pechacek, William A. Amsler, Frederick P. Reynolds, J. Dudley Weible** and **C. August Nelson.** None has present broadcast interests. Ann. May 14.

Washington, Iowa—Washintgon Home and Farm Radio Inc. 1380 kc, 500 w D. P.O. address Box 116, Muscatine, Iowa. Estimated construction cost $17,375, first year operating cost $38,000, revenue $50,000. Principals are **George J. Volger** (87½%) and 19 others. Mr. Volger has interest in KWPC-AM-FM Muscatine, Iowa. Ann. May 18.

Port Allen-Baton Rouge, La.—Port Allen Bcstg. Co. 1550 kc, 10 kw. D. P.O. address 3855 30th St., North; Arlington, Va. Estimated construction cost $44,314, first year operating cost $76,000, revenue $84,000. For ownership see application for Catonsville, Md. Ann. May 18.

Catonsville, Md.—Catonsville Bcstg. Co. 940 kc, 1 kw. D. P.O. address 3855 30th St. North; Arlington, Va. Estimated construction cost $35,000, first year operating cost $84,000, revenue $92,000. Principals are **Mary Cobb** (25%) **Richard S. Cobb** (25%), **Farley W. Warner** (20%) and **Charles R. Rudolph** (30%). Cobbs are in frozen food business. Messrs. Warner and Rudolph are attorneys. Ann. May 18.

Glen Burnie, Md.—Elias & Robinson 1550 kc, 250 w. P.O. address 6307 Western Run Drive, Baltimore 15. Estimated construction cost $49,500, first year operating cost $65,000, revenue $75,000. Equal partners are **Horace J. Elias,** employee advertising agency, and **Irving E. Robinson,** in real estate. Ann. May 18.

Beverly, Mass.—United Bcstg. Inc. 1570 kc, 500 w D. P.O. address 126 Dartmouth St., Boston, Mass. Estimated construction cost $24,413, first year operating cost $36,000, revenue $48,000. Principals include (17% each): **John MacLellan, Richard O'Connor** and **Richard. Colten.** Also (12¼% each): **Joseph Rothberg, Edward Modiste, Harry Slabin** and **Irving Kadesh.** Mr. MacLellan is announcer WCOP Boston. Mr. O'Conner is news director WFLY Troy, N.Y. Mr. Colten is employee closed circuit tv network. Mr. Modiste is attorney. Mr. Kadesh is in jewelry business. Ann. May 18.

Holly Springs, Miss.—Radio Holly Springs. 1240 kc, 100 w. P.O. address 125 Warren Court, Lexington, Ky. Estimated construction cost $6,650, first year operating cost $18,000, revenue $25,000. Sole owner is **Kestner P. Graham,** engineer at WVLK Lexington, Ky Ann. May 14.

El Dorado Springs, Mo.—Paul Vaughn 1580 kc, 250 w D. P.O. address 113 N. Main St., El Dorado Springs. Estimated construction cost $10,448, first year operating cost $13,520, revenue $20,800. Mr. Vaughn owns appliance store, Recd. May 18. Ann. May 20.

Festus, Mo.—Donald M. Donze 1400 kc, 250 w. P.O. address 601 N. Mill St., Festus. Estimated construction cost $15,680, first year operating cost $36,000, revenue $50,000. Mr. Donze is former owner KJCF Festus. Recd. May 18. Ann. May 20.

Princeton, N.J.—Nassau Bcstg. Co. 1350 kc, 5 kw. P.O. address 295 Mercer Rd., Princeton. Estimated construction cost $140,882, first year operating cost $110,000, revenue $130,000. Principal owner, **Herbert W. Hobler** (68.42%) is radio tv consultant, has small interest in TelePrompTer Corp. and owns 500 shares in Storer Bcstg. Co. Ann. May 14.

Toms River, N.J.—Radio Toms River 1230 kc, 100 w. P.O. address 50 Charles St., New Rochelle, N.Y. Estimated construction cost $19,216, first year operating cost $55,000, revenue $60,000. Sole owner is **Nicholas J. Zaccagnino** employe NBC, New York. Ann. May 18.

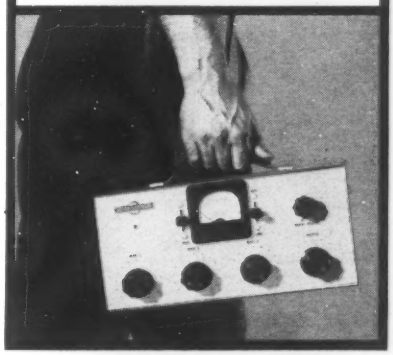
Plattsburgh, N.Y.—Olean Bcstg. Corp. 920, kc, 1 kw. D. P.O. address 168½ N. Union St., Olean, N.Y. Estimated construction cost $24,642, first year operating cost $37,000, revenue $50,000. Principals are **Donald W. Merriman** (50%), and (10% each); **James C. Gleason, Daniel S. Souders, Herman C. Mosch, F. Kenyon Reed** and **Carroll E. Anstaett.** Olean Bcstg. Corp. is licensee of WMMS Olean, WIPS Ticonderoga and permittee of WSET Glens Falls, all New York. Olean is also majority owner WRNY Rome, N.Y. Ann. May 18.

Graham, N.C.—Frank P. Larson Jr. & James P. Poston 1550 kc, 500 w D. P.O. address. Box 6096, Charlotte, N.C. Estimated construction cost $14,998, first year operating cost $48,000, revenue $55,000. Messrs. Larson and Poston are equal partners. Mr. Larson has interest in WUTV-TV Charlotte and Mr. Poston is v.p. of radio sales agency. Ann. May 18.

Havelock N.C.—Charles E. Springer 1290 kc, 1 kw. D. P.O. address Route 2, Box 74, Midlothian, Va. Estimated construction cost $12,600, first year operating cost $30,000, revenue $40,000. Mr. Springer has interests in WKIK Leonardtown, Md., WDDY Gloucester, Va., and WRON Ronceverte, W.Va. Ann. May 18.

Cincinnati, Ohio—Continental Bcstg. Co.

BUILT-IN RADIO MONITORING



COLLINS **NEW** 3 CHANNEL REMOTE AMPLIFIER

Now, a remote that allows you to monitor on the spot. The new Collins Remote has a built-in, crystal-controlled superheterodyne receiver to let you monitor your station. Instantaneous switching is provided between receiver and line monitor. And the Remote is lighter, more convenient than any other three channel remote you've ever used. It's completely self contained — features line check control through a built-in microphone with a press-to-talk switch. All controls are front panel mounted.

The Collins Remote Amplifier measures a compact 6⅜" high, 13⅜" wide, and 7 5/16" deep — weighs approximately 14 lbs.

Check these specifications:

Frequency Response: 50 to 15,000 cps.
Distortion: 1% or less at 12 dbm output.
Signal to Noise Ratio: −68 db.
Input Impedance: 250 ohms (nominal).
Output Impedance: 600 ohms balanced.
Power Source: 117/230 v at 50/60 cps.

Collins is your one *complete* source for all your broadcast needs. For further information and technical specifications, call or write Collins Radio Company, Broadcast Sales Division, Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY
CEDAR RAPIDS • DALLAS • BURBANK

940 kc, 5 kw. D. P.O. address 1616 Union Central Bldg., Cincinnati. Estimated construction cost $68,925, first year operating cost $120,000, revenue $150,000. Principals are **Bernard Perry** (25%), **Electronic Laboratories Inc.** (25%), **James J. Nathan** (18%), **Leonard Abraham** (18%) and **Keith L. Reising** (12%). Mr. Perry is in vending machine and food catering business. Electronic Labs is licensee WORX-AM-FM Madison, Ind. Messrs. Nathan, Abraham and Reising are employes WINN Louisville, Ky. Principal owner of Electronic Labs is **Clarance E. Henson.** Ann. May 18.

Zanesville, Ohio—Muskingum Bcstg. Co. 940 kc, 1 kw. D. P.O. address First National Bank Bldg. Zanesville. Estimated construction cost $34,467, first year operating cost $80,000, revenue $110,000. Principals are **John P. Carr** (51%), **George R. Rising** (39%) and **Earl M. Johnson** (10%). Mr. Carr has interest in WDNE Elkins, W.Va., Mr. Johnson in WCAW Charleston, W.Va. Mr. Rising is bank vice president. Ann. May 18.

Lancaster, Pa.—Lancaster County Bcstrs. 1550 kc, 1 kw. D. P.O. address Lancaster. Estimated construction cost $32,318, first year operating cost $72,000, revenue $75,000. Sole owner is **H. Clay Esbenshade**, farmer. Ann. May 18.

Lebanon, Pa.—Rossmoyne Corp. 940 kc, 1 kw. D. P.O. address 228 N. Court St., Harrisburg, Pa.. Estimated construction cost $38,250, first year operating cost $60,000, revenue $72,000. Applicant is licensee WCMB-AM-TV Harrisburg. Ann. May 18.

Quakertown, Pa.—North Penn Bcstg. Co. 1550 kc, 250 w. D. P.O. address 404 W. Broad St., Quakertown. Estimated construction cost $39,274, first year operating cost $37,500, revenue $42,000. Principals are (one-third each): **Martin H.** and **Frances J. Philip** and **Murray Mackson.** Messrs. Philip have interests in WNAK Pauticoke, Pa. Mr. Mackson and Martin Philip are attorneys. Ann. May 18.

Towanda, Pa.—Vical Bcstg. Co. 1550 kc, 500 w D. P.O. address Box 93, Towanda, Pa. Estimated construction cost $19,432, first year operating cost $24,000, revenue $30,000. Equal, one-third partners are **T. Justin Myers Sr.**, operator insurance agency; **Victor A. Michael**, schoolteacher and operator radio sales and service company and **M. Alan Poole**, school art supervisor. Ann. May 14.

Windber, Pa.—Gosco Bcstrs. 1350 kc, 1 kw. D. P.O. address 1234 Luzerne St., ext., Johnstown, Pa. Estimated construction cost $21,400, first year operating cost $48,000, revenue $60,000. Principals are (25% each): **Fred Glosser Isadore Glosser, Herbert Sinberg** and **Sydney Ossip.** Glossers have ownership interest in and others are employes of Glosser Bros. department store. Mr. Sinberg has interest in WPAZ Pottstown, Pa. Ann. May 18.

Memphis, Tenn.—Phil-Day Bcstg. Co. 1550 kc, 50 kw. D. P.O. address 706 Union Ave., Memphis 3. Estimated construction cost $114,265, first year operating cost $79,000, revenue $102,000. Principals are **Earl W. Daly** and **Sam C. Phillips** (50% each). Mr. Daly owns WHEY Millington Tenn. and Mr. Phillips has interests in WHER Memphis and WLIZ Lake Worth, Fla. and is president Sun Record Co. Recd. May 18. Ann. May 20.

Houston, Tex.—Lake Huron Bcstg. Corp. 1070 kc, 10 kw. P.O. address 221 S. Washington Ave., Saginaw, Mich. Estimated construction cost $179,177, first year operating cost $310,000, revenue $390,000. Principals are (one-third each): **William J. Edwards, Howard H. Wolfe,** and Michigan Congressman **Alvin M. Bentley.** Applicant corporation owns WKNX-AM-TV Saginas, Mich. Ann. May 18.

Highland Springs, Va.—Charles E. Springer 1450 kc, 250 w. P.O. address Route 2, Box 74, Midlothian, Va. Estimated construction cost $12,850, first year operating cost $50,000, revenue $62,000. Mr. Springer has interests in WKIK Leonardtown Md.; WDDY Gloucester, Va. and WRON Ronceverte, W.Va. Ann. May 18.

McLean, Va.—Tenth District Bcstg. Co. 950 kc, 1 kw. D. P.O. address 3855 30th St., North; Arlington, Va. Estimated construction cost $25,000, first year operating cost $75,000, revenue $85,000. Equal partners are **Mary** and **Richard S. Cobb** who are in frozen food business. Ann. May 18.

Newport News, Va.—Edwin R. Fischer 940 kc, 10 kw. D. P.O. address 2526 17th St., N.W., Washington 9, D.C. Estimated construction cost $48,923, first year operating cost $96,000, revenue $100,000. Mr. Fischer is attorney in office of Army Judge Advocate General. Ann. May 18.

Vinton, Va.—Harry A. Epperson Sr. 1290 kc 1 kw. D. P.O. address Ararat, Va. Estimated construction cost $20,800, first year operating cost $38,000, revenue $45,000. Mr. Epperson owns WBRG Lynchburg, Va. Ann. May 18.

Vinton, Va.—WYTI Inc. 1550 kc, 1 kw. D. P.O. address P.O. Drawer 471, Rocky Mount, Va. Estimated construction cost $15,715, first year operating cost $40,000, revenue $45,000 Applicant is licensee WYTI Rocky Mount Va. Ann. May 18.

Winchester, Va.—Edwin R. Fischer 940 kc 500 w D. P.O. address 2526 17th St., N.W., Washington 9, D.C. Estimated construction cost $29,672, first year operating cost $42,500 revenue $45,000. Mr. Fischer is attorney in office of Army Judge Advocate General Ann. May 18.

Buckhannon, W.Va.—Central W.Va. Service Corp. 1450 kc, 250 kw. P.O. address Box 431, Weston, W.Va. Estimated construction cost $14,418, first year operating cost $21,889, revenue $33,770. Principals are **Richard G. Ralston** and **Francis E. Andrew** (49.6% each). Mr. Ralston owns newspaper and Mr. Andrew is in retail jewelry business. Ann. May 18.

Existing Am Stations

APPLICATIONS

WAUD Auburn, Ala.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. (1230 kc). Ann. May 15.

WKUL Cullman, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime use (2 main trans.) (1340 kc). Ann. May 18.

WDIG Dothan, Ala.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. (1450 kc). Ann. May 14.

WARF Jasper, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

KFPW Fort Smith, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc) Ann. May 18.

KCLA Pine Bluff, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 15.

KGFJ Los Angeles, Calif.—Cp to increase daytime power from 250 w to 1 kw (except when KPPC is on air, then power reduced to 100 w) and install new trans. (1230 kc) Waiver 3.188(d) requested. Ann. May 18.

KDOL Mojave, Calif.—Mod. of cp (which authorized new station) for increase in power from 100 watts to 250 w-N, 1 kw-D, install new trans. and studio and remote control point to be determined. (1340 kc). Ann. May 15.

KDEN Denver, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WILI Willimantic, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WTAN Clearwater, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WJBS DeLand, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 14.

WHYS Ocala, Fla.—Cp to increase power from 1 kw to 5 kw, install new trans. and make ant. changes. (1370 kc). Ann. May 15.

WRFB Tallahassee, Fla.—Mod. of cp as modified (which authorized new standard broadcast station) to change frequency from 1580 kc to 1410 kc. Ann. May 14.

WCPK College Park, Ga.—Cp to change frequency from 1570 kc to 1550 kc, increase power from 1 kw to 5 kw, install new trans. and ant. changes. Ann. May 14.

WXLI Dublin, Ga.—Mod. of cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 14.

WCOH Newnan, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WSFB Quitman, Ga.—Cp to increase power from 250 w to 1 kw and install new trans (1490 kc). Ann. May 14.

WSNT Sandersville, Ga.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1490 kc). Ann. May 18.

WCCP Savannah, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WEAW Evanston, Ill.—Cp to increase power from 1 kw to 5 kw, install new trans. and make changes in directional antenna (DA-D). (1330 kc). Ann. May 18.

WQUA Moline, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

WCVS Springfield, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WHBU Anderson, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). (Request waiver 3.188[d] and 3.28[c]). Ann. May 18.

WGRY Gary, Ind.—Cp to increase power from 500 w to 1 kw. (1370 kc). Ann. May 20.

WBAT Marion, Ind.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1400 kc). Ann. May 18.

WLBC Muncie, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). (Waiver 3.28[c] requested). Ann. May 18.

KIOA Des Moines, Iowa—Cp to increase

Midwest Money Maker—only radio station in market of 234,000—no other frequencies available. Heavy industrial—bright growth potential. Total price $800,000 with $250,000 down. Excellent cash flow. Valuable real estate.

The St. Lawrence Waterway is bringing to this Midwestern city a genuine growth potential. Kilowatt daytimer with good spot on dial. Price $110,000 with $55,000 down. If you desire to buy a radio station without land and building and lease back, then $35,000 will handle. Contact nearest office for details.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

power from 5 kw, 10 kw-LS to 5 kw, 50 kw-LS, install new trans and make ant. changes (DA-2). (940 kc). Ann. May 15.

KFJB Marshalltown, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 15.

KBIZ Ottumwa, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

KLLA Leesville, La.—Cp to increase power from 250 w to 1 kw and make changes in trans. (1570 kc). Ann. May 20.

WIDE Biddeford, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WFMD Frederick, Md.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-2. (930 kc). Ann. May 18.

WNEB Worcester, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). (Waiver 3.188[d] and 3.28[c] requested). Ann. May 18.

WABJ Adrian, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 14.

WATZ Alpena, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 15.

WCSR Hillsdale, Mich.—Cp to increase power from 100 w to 250 w-N and 500 w-D and install new trans. (1340 kc). Ann. May 18.

KODE Joplin, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

KSIM Sikeston, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 20.

KODY North Platte, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

KWNA Winnemucca, Nev.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 20.

WDCR Hanover, N.H.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WMTR Morristown, N.J.—Cp to increase power from 1 kw to 5 kw, install new trans. and DA-D (1250 kc). Ann. May 18.

WICY Malone, N.Y.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. (1490 kc). Ann. May 18.

WREM Remsen, N.Y.—Cp to increase power from 1 kw to 5 kw and install new trans. (1480 kc). Ann. May 18.

WMFR High Point, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Waiver 3.188(d)(2) and 3.28(c) requested. Ann. May 18.

WLAS Jacksonville, N.C.—Cp to increase power from 1 kw to 5 kw and install new trans. (910 kc). Ann. May 15.

WJRI Lenoir, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WRAL Raleigh, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

WCOL Columbus, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

WJER Dover, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WLEC Sandusky, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WSTV Steubenville, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

KGRO Gresham, Ore.—Mod. of license to change hours of operation from unl. to S. (1230 kc). Ann. May 18.

WICK Scranton, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WAIM Anderson, S.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

WGRV Greeneville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 20.

WKPT Kingsport, Tenn.—Cp to change frequency from 1400 kc to 1550 kc, power from 250 w to 10 kw and hours of operation from unl. to D, change ant.-trans. location and install new ant. and trans. Ann. May 14.

WTSA Brattleboro, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WCFV Clifton Forge, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. and tower. (1230 kc). Ann. May 18.

WBRG Lynchburg, Va.—Cp to change frequency from 1050 kc to 930 kc, power from 1 kw to 5 kw and install new trans. Ann. May 18.

WBOY Clarksburg, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WPAR Parkersburg, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WRIT Milwaukee, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WRJN Racine, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WTMB Tomah, Wis.—Cp to change frequency from 1390 kc to 1220 kc, and power from 500 w to 1 kw. Ann. May 18.

CALL LETTERS ASSIGNED

WNUZ Talladega, Ala.—Radio Alabama Inc. Changed from WHTB.

KTAN Tucson, Ariz.—Catalina Bcstg. Co. Changed from KCNA.

KABL Oakland, Calif.—McLendon Pacific Corp. Changed from KROW.

KFMC Santa Barbara, Calif.—Sherrill C. Corwin.

KTUX Pueblo, Colo.—Steel City Bcstg. Inc.

WJBM Jerseyville, Ill.—Tri-County Bcstg. Co.

KHAK Cedar Rapids, Iowa—Laird Bcstg. Inc.

KVAS Astoria, Ore.—Lower Columbia Bcstg. Co. Changed from KIAL.

WYNG Warwick-East Greenwich, R.I.—West Shore Bcstg Co. Changed from WSBR.

KLBG Liberty, Tex.—Liberty Bcstg. Co.

KUBO San Antonio, Tex.—Radio KIWW Inc. Changed from KIWW.

New Fm Stations

APPLICATIONS

Laurel, Miss.—Voice of the New South Inc. 100.3 mc, 4.76 kw. P.O. address Box 2336, Laurel. Estimated construction cost $8,000, first year operating cost $20,000, revenue $25,000. Principals include (each with approximate one-fourth ownership): **Joe Carson** and **Eddie Holladay**, (with interests in WOKK Meridian, WLSM Louisville, WNSL Laurel, all Mississippi and WACT Tuscalosa, Ala.) and **W. E. Jones** and **Granville Dalters**, (both with interests in WNSL Laurel, Miss.). Ann. May 20.

Levittown, Pa.—Bucks Bcstg. Corp. 99.9 mc, 1.66 kw. P.O. address 349 Bustleton Pike, Feasterville, Pa. Estimated construction cost $6,100, first year operating cost $20,800, revenue $26,000. Equal one-third owners are **Marlin R. Taylor**, (now in U.S. Army), **Carl E. Bernius**, electronic technician, and **Nicholas Dalessandro**, chief engineer WTNJ Trenton, N.J. Ann. May 14.

Fredericksburg, Va. — Fredericksburg Bcstg. Corp. 97.5 mc, 3.3 kw. P.O. address Box 269, Fredericksburg. Estimated construction cost $11,950, first year operating cost $2,000. Applicant owns WFVA Fredericksburg. Ann. May 14.

Existing Fm Stations

APPLICATION

WQAL-FM Omaha, Neb.—Mod. of cp to change frequency from 94.3 mc to 94.1 mc change ERP from 1 kw to 69.09 kw and ant. height above average terrain from 220 ft. to 229.95 ft. Ann. May 20.

CALL LETTERS ASSIGNED

KROY-FM Sacramento, Calif.—KROY Inc.

KLRO (FM) San Diego, Calif.—E.F. Weerts.

KSEA (FM) San Diego, Calif.—Leonard Graysen.

KFMC-FM Santa Barbara, Calif.—Sherrill C. Corwin. Changed from KFMC (FM).

WJZZ (FM) Bridgeport, Conn.—Connecticut-New York Bcstrs. Inc.

WKOX-FM Framingham, Mass.—WKOX Inc.

WLPH (FM) Lancaster, Pa.—Percy B. Crawford.

KROW (FM) Houston, Tex.—McLendon Corp.

KAKI (FM) San Antonio, Tex.—Sunshine Bcstg. Co. Changed from KTSA-FM.

Ownership Changes

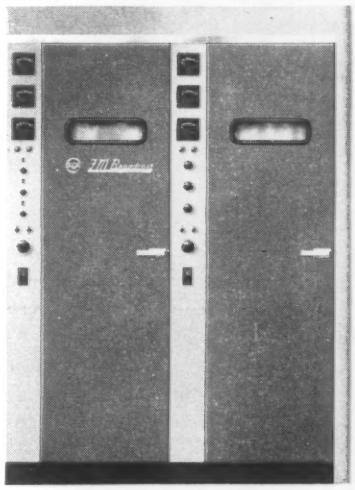
APPLICATIONS

WENN Bessemer, Ala.—Seeks transfer of control of **Bessemer Bcstg. Inc.** from **John M. McLendon Assoc.** to **Gene Newman Radio Inc.** McLendon Assoc. is paying $30,000 and transferring WENN to Gene Newman Radio Inc. in exchange for WEZB Homewood, Ala. (See below). Sole owner **Dorsey Eugene Newman** also owns WHRT Hartselle, Ala. Ann. May 15.

WEZB Homewood, Ala.—Seeks assignment of license from **Gene Newman Radio Inc.** to **John M. McLendon Assoc. Inc.** For consideration, see WENN Bessemer, Ala., above. McLendon Assoc. owns KOKA Shreveport, La., KOKY Little Rock, Ark., and has 50% interest in WOKJ Jackson, Miss. Ann. May 15.

KAWT Douglas, Ariz.—Seeks assignment of license from **Carleton W. Morris** to **Hillcrest Bcstg. Co.** for $55,000. Purchasers include **Herbert G. Newcomb** (35%), **Frank C. Fabian** (30%), **Edwin Roberts** (16%) and

Equipping a Radio Station?



New RCA 5 KW FM Transmitter Designed for Multiplexing

A "Direct FM" system plus many other outstanding performance features such as built-in remote control provisions and screen voltage power output control, make the BTF-5B today's best FM transmitter buy. Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. New Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Whatever your equipment needs—SEE RCA FIRST!

Or write for descriptive literature to RCA, Dept. TD-22 Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

others. Mr. Newcomb and Mr. Roberts are Chicago freelance radio-tv announcers. Mr. Fabian is dentist. Ann. May 15.

KIKK Bakersfield, Calif.—Seeks transfer of control of **Valley Radio Corp.** from **Dawkins Espy** (present 90% owner) to **Joseph M. Arnoff** for $48,000. Mr. Arnoff is in real estate. Ann. May 14.

KGMS Sacramento, Calif.—Seeks assignment of license from **Capitol Radio Enterprises (Irving J. Schwartz, William S. George** and **John Matrangea)** to **KGMS Inc.** for $500,000. Purchasers are **Anthony C. Morici, Carol McNamee, Marianne A. Assa** (23% each); **Alfred A. Morici** (20%) and **Abraham R. Ellman** (10%). Anthony Morici and Mr. Ellman own interests in KIST Santa Barbara, Calif. and KRAM Las Vegas, Nev., and Mrs. McNamee and Mrs. Assa own interests in KRAM. Ann. May 15.

WDAT South Daytona, Fla.—Seeks assignment of license from **Regional Bcstg. Co.** to **Quality Bcstrs. of Daytona Inc.** for $70,000. Purchasers are (one-third each): **John S. Mark,** who has interest in WMT-AM-TV Cedar Rapids and KWMT Fort Dodge, both Iowa; **James S. Beattie,** owner WPTX Lexington Park, Md. and **Walter L. Cronkite,** CBS news analyst. Ann. May 20.

WAAG Adel, Ga.—Seeks assignment of license from **Cook County Bcstg. Co.** to **Cook County Inc.** Change from partnership to corporate form of business. No ownership change involved. Ann. May 20.

WTRP La Grange, Ga.—Seeks transfer of control of one-third interest of **Ralph E. Freeman** in **Chattahoochee Bcstg. Co. Ltd.** to **Byron Hurst** (present one-third owner), **Frank Hurst** (present one-sixth owner) and **Julian Hurst** (present one-sixth owner) for $19,000. After transfer, Byron Hurst will own 40% and others will own 30% each. Ann. May 15.

WGES Chicago, Ill.—Seeks transfer of control of **Radio Station WGES** through sale of 10% interest owned by **Evelyn M. Dyer** to **Helen M. Kennedy, Mary J. Weller, Patricia D. Fort** and **Martha D. Curtis,** Transferees each presently own 10%. After transfer, each will own 12.5%. Consideration: $70,000, for 10% interest. Ann. May 20.

WFAM-TV Lafayette, Ind.—Seeks assignment of license from **Lafayette Bcstg. Inc.** to **Sarkes Tarzian Inc.** for $65,000. Sarkes Tarzian stations include: WTTV (TV) Bloomington-Indianapolis and WPTA (TV) Fort Wayne, Ind. Ann. May 15.

KJOE Shreveport, La.—Seeks transfer of control of **Audiocasting Inc.** through exchange of half of 50% stock interest owned by **Joe C. Monroe** to **Joyce Lane C. Monroe.** No financial consideration involved. Ann. May 20.

WARA Attleboro, Mass.—Seeks transfer of control of **Attleboro Radio Assn. Inc.** from **Texas Instruments Inc.** to **Jerome Ottmar** (present 6¼% owner) for $28,150. after transfer, Mr. Ottmar will own 52.5% of WARA. Ann. May 14.

WHMI Howell, Mich.—Seeks assignment of license from **Livingston Bcstg. Co. (Melvin H. Wirth,** sole owner) to **Wirth Bcstg. Co.** (Mr. Wirth, 60%; and **Laura A. Wirth,** 40%). No cash consideration involved. Ann. May 20.

WIL St. Louis, Mo.—Seeks transfers of control of **Radio Station WIL** (Joint Venture) (1) from **WIL Radio Corp.** (33⅓%) to **H.&E. Balaban Corp.,** (2) from **Herbert Schoenbrud** as trustee of **Schoenbrud's Trust** (2%) to **Schoenbrud Corp** and (3) from **Barbara Fink,** as trustee of **George Fink Trust** (3%) to **Sphinx Corp.** Consideration: stock exchanges. Ann. May 15.

KABQ Albuquerque, N.M.—Seeks assignment of license from **Duke City Bcstg. Corp.** to **Sandia Bcstg. Corp.** for $275,000. Principals are **Oscar I. Dodek,** who has interest in Washington, D.C., mens wear store (80%) and **Maxwell M. Marvin,** who has interests in WOL-AM-FM Washington and WDOV-AM-FM Dover, Del. Ann. May 14.

WBUT-AM-FM Butler, Pa.—Seeks assignment of license from **WBUT Radio (J. Patrick Beacom)** to **WBUT Inc. (James S. Beattie,** Washington ad agencyman and **Klon O. Row,** Washington manufacturer's representative) for $135,000. Mr. Beacom will retain 10% interest in stations. Ann May 20.

KOPY Alice, Tex.—Seeks assignment of license from **Alice Bcstg. Corp.** to **Leon S. Walton** d/b **Alice Bcstg. Corp.** No ownership change involved. Ann. May 15.

KPSO Falfurrias, Tex.—Seeks assignment of license from **Radio Station KPSO Ltd.** to **Bob Hicks Enterprises.** Change in name only. No ownership change involved. Ann. May 20.

KSOX Raymondville, Tex.—Seeks assignment of license from **Radio Station KPSO Ltd. to Bob Hicks Enterprises.** Change in name only. No change in ownership involved. Ann. May 20.

WACO Waco, Tex.—Seeks transfer of control of **Waco Bcstg. Corp. C.C. Woodson,** present 40% owner is returning his stock to licensee for $105,192. **Wendell Mayes,** present 40% owner is transferring 25% of his interest in license to **R. Lee Glasgow,** present 20% owner, making both Messrs. Mayes and Glasgow 50% owners. Consideration: half ownership of real estate owned by Mr. Glasgow. Ann. May 20.

Hearing Cases

FINAL DECISION

By decision, Commission granted application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in Dallas, N.C., and denied mutually exclusive application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N.C. Comrs. Bartley, Lee and Ford dissented. Initial decision of May 14, 1958 looked toward this action. Ann. May 20.

INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting applications of Orange County Bcstg. Corp. to increase power of station WGNY Newburgh, N.Y., from 1 kw to 5 kw and install DA, continuing operation on 1220 kc, D, with effective date of grant to be stayed, pursuant to Commission's Public Notice of June 18, 1957, pending ratification of Agreement between United States and Mexico with respect to operation on Mexican Clear channels with 5 kw power during daytime hours; and Vincent De Laurentis for new station to operate on 1220 kc, 1 kw, DA, day, in Hamden, Conn.; conditions. Ann. May 19.

STAFF INSTRUCTIONS

Commission on May 20 directed preparation of document in accordance with remand by U.S. Court of Appeals in proceeding on applications of Plainview Radio and Star of Plains Bcstg. Co. for new am stations (1050 kc) in Plainview and Slaton, Texas, respectively. (May 15, 1958 decision granted Plainview application and denied Star of Plains.)

OTHER ACTIONS

By memorandum opinion and order, Commission took following actions on pleadings in Terre Haute, Ind., ch. 10 comparative proceeding: (1) denied petition by Plains Television Corp. (WICS, ch. 20, Springfield, and WCHU ch. 33, Champaign, Ill.) for review of Chief Hearing Examiner ruling terminating Plains participation as party intervenor, and affirmed that ruling; (2) dismissed petitions of Plains and of Prairie Television Co. (WTVP [TV] ch. 17, Decatur, Ill.) for enlargement of issues; and (3) denied Plains petition for reconsideration of Sept. 22, 1958 hearing order. Comr. Ford dissented and issued statement. Ann. May 20.

By memorandum opinion and order, Commission denied (1) petition by Wabash Valley Bcstg. Corp. to consolidate in one proceeding applications for tv chs. 2 and 10 in Terre Haute, Ind., now designated for hearing in two separate proceedings, and (2) request by Illiana Telecasting Corp. that Wabash Valley be required to elect which of its applications to prosecute. (Applications of Wabash Valley and Illiana Telecasting Corp. for new tv stations on ch. 2 in Terre Haute are in comparative hearing; application of Wabash Valley for renewal of license of station WTHI-TV, ch. 10 in Terre Haute is in comparative hearing with application of Livesay Broadcasting Inc., for new station on that channel in Terre Haute. Ann. May 20.

By memorandum opinion and order, Commission denied petition by David V. Harman for leave to enlarge issues in proceeding on his application and those of Tempe Bcstg. Co. and Richard B. Gilbert for new am stations to operate on 1580 kc in Tempe, Ariz.; granted motion by Gilbert for leave to file answer to Broadcast Bureau's reply; and granted Broadcast Bureau request for enlargement of issues, with burden of proof thereunder on Gilbert. Chairman Doerfer not participating. Ann. May 20.

On joint request by Standard Radio and Television Co. (KNTV [TV] ch. 11), San Jose, Calif. (protestant), and United Bcstg. Co., Commission continued for 60 days oral argument set for May 22 on United application for new class B fm station (KEEN-FM) in San Jose to operate on 100.3 mc, ERP 3 kw, ant. height minus 150 ft. Jan. 21 grant of United application was, on March 23, postponed pending decision after oral argument. Parties are now negotiating to effect resolution of engineering conflict. Ann. May 20.

By memorandum opinion and order, Commission granted petition by Continental Bcstg. Corp. and enlarged issues in proceeding on its application to change facilities of WHOA, San Juan, P.R., from 1400 kc, 250 w, U, to 870 kc, 5kw, DA-1, U, and that of Jose R. Madrazo for new station to operate on 860 kc, 500 w, D, in Guaynabo, P.R. Comr. Lee dissented and issued statement. Ann. May 20.

Routine Roundup

By memorandum opinion and order, Commission denied petition by the Association of Federal Communications Consulting Engineers for reconsideration of April 8 report and order which amended Part I of procedural rules by setting forth new procedure for processing am applications and by establishing new "cut-off" dates determining time and order in which these applications will receive consideration. Ann. May 18.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 15

WKWK-AM-FM Wheeling, W.Va.—Granted involuntary transfer of control from estate of **John B. Reynolds** to **Corinne Anderson Reynolds.**

KMOX-TV St. Louis, Mo.—Granted cp to utilize driver portion of old main trans.-ant. system and tower, formerly authorized as main trans.-ant. for auxiliary purposes only, at old main trans.-ant. location (aux. trans. & ant.).

WSTE Fajardo, P.R.—Granted extension of completion date to November 18.

Actions of May 14

KXEL Waterloo, Iowa—Granted assignment of licenses from **Cy N. Banakel** to **KXEL Bcstg. Inc..**

WNAH Nashville, Tenn.—Granted relinquishment of positive control by **Van T. Irwin, Jr.,** through transfer of stock to **Mrs. Goldie G. Irwin.**

WMAS Springfield, Mass.—Granted cp to install new alternate main trans.

KCOY Santa Maria, Calif.—Granted mod. of cp to change type trans.; conditions.

WICA-FM Ashtabula, Ohio—Granted cp to change frequency from 103.7 mc to 97.1 mc; install new ant, new trans., increase ERP to 118 kw and ant. height to 380 ft.; conditions.

KLWT Lebanon, Mo.—Granted cp to install new trans.

WJBK Detroit, Mich.—Granted cp to in-

ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
915 North Commerce St.
Stockton, California
HOward 5-7367

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-131
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St.—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
5622 DYER STREET
EMERSON 3-3266
DALLAS 6, TEXAS

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9538

Service Directory

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Crawford 4496

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
District 7-4443

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

JUST AROUND THE CORNER
(could be YOUR corner!)
A HAZARD THAT NEVER SLEEPS—
the accusation of
LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Directed at Station, Staff, Speaker, Talent, Sponsor
You can't recapture the WORDS but you CAN INSURE and hold possible Dollar Loss within non-embarrassing limits.
Learn about our UNIQUE EXCESS POLICY which does the job at surprisingly low cost.
FOR DETAILS AND RATES WRITE
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St | Chicago 175 W. Jackson | San Francisco, 100 Bush St

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

stall new trans. at present main trans. site as alternate main trans. and auxiliary trans. (DA-2).

KGRL Bend, Ore.—Granted mod. of cp to change ant.-trans. and studio location.

WQAL (FM) Philadelphia, Pa.—Granted mod. of cp to decrease ERP to 7.8 kw, increase ant. height to 710 ft.; change trans. location, type ant. trans.; remote control permitted.

KATY-FM San Luis Obispo, Calif.—Granted mod. of cp to change frequency to 96.1 mc.

WDTI Danville, Va.—Granted mod. of cp to change type trans.; conditions.

Following stations were granted extensions of completion dates as shown: KDAY Santa Monica, Calif. to June 3; KAAB Hot Springs, Ark. to August 1; KVEN-FM Ventura, Calif. to September 28; WHEO Stuart, Va. to October 1; WHEW Riviera Beach, Fla. to July 1; KXRX San Jose, Calif. to July 19; KSFV (FM) San Fernando, Calif. to August 3; WDVL Vineland, N.J. to July 30; WQAL (FM) Philadelphia, Pa. to September 19; KANT-FM Lancaster, Calif. to September 1.

WBEV Beaver Dam, Wis.—Granted authority to sign-off at 6 p.m., local standard time for period ending Aug. 31.

Actions of May 13

WKYT, Lexington, Ky.—Granted assignment of license from **WKYT Inc.** to **Radio Cincinnati, Inc.**

KLEX Lexington, Mo.—Granted assignment of license to **Lexington Bcstg. Inc.**

KRKC King City, Calif.—Granted acquisition of positive control by **James H.** and **Hazel H. Rose** through purchase of stock from **Howard E.** and **Helen M. Slagle.**

KABQ Albuquerque, N.M.—Granted license covering change in facilities, type trans., installation DA-N and make changes in ground system.

WMFJ Daytona Beach, Fla.—Granted license covering installation of alternate main trans.; remote control permitted.

***KSAC Manhattan, Kan.**—Granted mod. of license to change name to **Kansas State University of Agriculture and Applied Science.**

WNHC New Haven, Conn.—Granted request to cancel cp to make changes in ant. system.

WCMI-FM Ashland, Ky.—Granted authority to remain silent for period ending Sept. 1.

Granted extensions of completion dates for the following stations: WJMJ Philadelphia, Pa. to June 12; WRNY Rome, N.Y. to August 10; WELZ Belzoni, Miss. to May 30.

Action of May 12

WPGW Portland, Ind.—Granted authority to sign-off at 6 p.m. CST, for period ending Aug. 31, except for special events at which time station may operate to licensed sign-off time.

Actions of May 11

KSOK Arkansas City, Kan.—Granted license covering installation of new trans.

***KSDB-FM Manhattan, Kan.** — Granted mod. of license to change name to **Kansas State University of Agriculture and Applied Science.**

WTIM Taylorville, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

Actions of May 8

***WMUB (FM) Oxford, Ohio**—Granted cp to replace expired permit which authorized change trans. and studio, location, ant. height to 293 ft, and make changes in ant. system; without prejudice to whatever further action Commission may deem necessary based on renewal application now pending.

WWRJ White River Junction, Vt.—Granted mod. of cp to make changes in ant. system.

KNDC Hettinger, N.D.—Granted authority to sign-off at 7 p.m.

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

Granted petition by Broadcast Bureau for extension of time to May 19 to file responsive pleadings to petition by Peoples Bcstg. Corp., for enlargement of issues in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich. Action May 15.

Granted petition by James E. Walley, Oroville, Calif., for extension of time to May 7 to file responsive pleadings to petition by KCRA Inc., for enlargement of issues in proceeding on am application of Walley, et al. Action May 15.

By Chief Hearing Examiner James D. Cunningham

In connection with request by Elmwood Park Bcstg. Corp., Elmwood Park, Ill., for acceptance of its appearance filed late in proceeding on its am application in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al., directed Elmwood to submit to Commission by May 25 amended certificate of service embodying clear statement of whether it has mailed or otherwise delivered copies of request to all parties to proceeding, and, if so, date of such mailing or delivery. Action May 18.

Granted request by Mid-America Bcstrs. Inc. (KOBY), San Francisco, Calif., to withdraw its petition for reconsideration of April 22 action assigning call letters KOFY to Intercontinental Bcstg. Corp., San Mateo, Calif.; terminated proceeding. Action May 15.

Scheduled hearings for July 20 in following am proceedings: Northeast Radio Inc. (WCAP), Lowell, Mass.; Jack W. Hawkins, Blanding, and Uintah Bcstg. and Tele. Co., Inc. (KVEL), Vernal, both Utah; Radio Americas Corp. (WORA), Mayaguez, P.R.; Benjamin C. Brown, Oceanside, Calif. Actions May 15.

Dismissed petition by Joseph F. Sheridan to accept late appearance in proceeding on his application for am facilities in Ukiah, Calif. Action May 15.

Upon request by John W. Powell, dismissed his application for new tv station to operate on ch. 23 in Yakima, Wash., and retained in hearing status remaining applications involved in consolidation. Action May 15.

Granted petition by Broadcast Bureau and scheduled following dates for filings by parties in proceeding on application of Spartan Radiocasting Company (WSPA-TV), Spartanburg, S.C.; May 22—briefs by applicant and Broadcast Bureau; May 29—opposition brief by protestants; June 5—replies, if any, by applicant and Broadcast Bureau. Action May 13.

By Hearing Examiner Basil P. Cooper

Pursuant to agreements reached at May 14 prehearing conference, continued date for evidentiary hearing from June 10 to date to be announced following conclusion of further prehearing conference scheduled to resume June 29 in proceeding on applications of North Shore Bcstg. Inc., and Suburbanaire Inc., for am facilities in Wauwatosa, and West Allis, both Wisconsin. Action May 15

By Hearing Examiner Isadore A. Honig

On own motion, scheduled prehearing conference for June 12 in proceeding on application of Virgin Islands Bcstg. System for additional time to construct am station WDTV, Christiansted, V.I. Action May 18.

On own motion, and with agreement of counsel for parties, advanced hearing from June 23 to May 28, at 9:30 a.m., in proceeding on am application of Southland Bcstg. Co. (WLAU), Laurel, Miss. Action May 18.

Granted petition by Voice of New South Inc. (WNSL), Laurel, Miss., for leave to amend its application so as to specify daytime operation on 1260 kc with 5 kw power in lieu of 1430 kc, 5 kw; accepted amendment and removed application from hearing status; retained in hearing status am application of Southland Bcstg. Co. (WLAU), Laurel. Action May 14.

By Hearing Examiner Annie Neal Huntting

Scheduled hearing for June 4 in Beaumont, Texas, tv ch. 6 remand proceeding. Action May 14.

Granted oral joint request by Louis W. Skelly, Conneaut, Ohio, and Mon-Yough Bcstg. Co. (WMCK), McKeesport, Pa., and continued date for exchange of exhibits from May 18 to May 25 in proceeding on their am applications. Action May 15.

By Hearing Examiner H. Gifford Irion

Granted petition by Broadcast Bureau for extension of time from May 14 to May 21 for filing proposed findings in proceeding on am application of Booth Bcstg. Co. (WWBC), Flint, Mich. Action May 13.

By Hearing Examiner Jay A. Kyle

Upon verbal request of counsel for all parties in Weston, W.Va., tv ch. 5 proceeding, continued hearing from May 14 to May 28 at 9:15 a.m. Action May 13.

By Hearing Examiner Forest L. McClenning

Granted petitions by Southbay Bcstrs. for leave to amend its application for am facilities in Chula Vista, Calif., to make substitution in partnership and to show its financial qualifications and proposed contribution to partnership. Action May 15.

Scheduled prehearing conference for May 27 in proceeding on am applications of Birney Imes Jr., West Memphis, Ark., et al. Action May 14.

By Hearing Examiner Herbert Sharfman

Granted petition by Alvarado Television Inc., for further extension of time from May 18 to July 6 for filing initial proposed findings of fact and conclusions and from June 1 to July 20 for filing replies in proceeding on application of Video Independent Theatres Inc. (KVIT [TV]), Santa Fe, N.M., for modification of cp. Action May 15.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Assistant manager-program director opening at midwest farm market daytimer. Top opportunity. Box 924K, BROADCASTING.

Outstanding opportunity for top young salesman "on is way up." Aggressive management with future multi-station plans now operating up and coming pop (non-rock) Seattle (18th market) station seeks go-getter with top sales record, married. Future sales managership if you can prove yourself. Excellent base plus strong incentive. First year's earnings should be $9,000 to $12,000. Resume, including earnings, snapshot to Box 946K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Opportunity to own small station. See Stations for Sale.

Sales

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Sales manager. Major central Ohio market. Top money and future for man who loves to sell. Box 791K, BROADCASTING.

New midwest independent fm station needs full staff. Sales, announcer-engineer, staff announcers. Box 923K, BROADCASTING.

Wanted: If you are an aggressive, clean-cut salesman, 35 years of age or younger, here is your opportunity. We have 1 kw in a good competitive upper midwest market. We need a good commercial manager. We'll pay salary and commission. You should make $10,000 the first year and more thereafter. Send photo, experience and reference to Box 966K, BROADCASTING.

Salesman-announcer. New York state. Salary plus 15% commissions on sales. Box 116M, BROADCASTING.

Leading radio programming distributor has immediate opening for experienced salesman. Heavy travel. Excellent salary. Paid expenses. Paid medical and life insurance. Pension plan. Send complete details plus recent photo. Box 117M, BROADCASTING.

Progressive southern chain expanding. Seeks executive type salesmen for management. 8-10 annually. Yankees welcome. Send resume, photograph first letter. Box 135M, BROADCASTING.

Need salesman-announcer immediately. Salary plus commission. 4 hours per day board. Send tape and sales record. Box 393, Riverton, Wyoming.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman to be assistant to sales manager. Salary and incentive commission. Enclose your sales record and photo. Radio KCOL, Box 574, Fort Collins, Colorado.

Opportunity to own small station. See Stations for Sale.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First phone announcer. $455.00 per month, two years experience, no maintenance, many other benefits. Midwest power station. Box 929K, BROADCASTING.

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Eastern North Carolina station needs southern announcer interested in sales. Salary plus commission. Box 110M, BROADCASTING.

Pennsylvania, 5 kw, excellent market. Immediate opening for alert, young, willing announcer-producer with "push" who can fit into fast-paced, modern format. Real opportunity. Salary open. Tape, photo. Box 120M, BROADCASTING.

Good, pleasant, dependable morning man for top Virginia market. Good salary. Send tape, resume, photo and expected starting salary. Box 126M, BROADCASTING.

Eastern group has three applications pending for new and improved facilities. Need experienced announcers for management training. Minimum two years experience required. Personal interview necessary eventually, but first, send tape and resume. $90 to start with regular raises. Box 139M, BROADCASTING.

Need announcer-salesman immediately. Top salary plus commission for right man. 4 hours board per day. Send tape, resume, Box 393, Riverton, Wyoming.

Announcer—Starting pay $80.00 per week. Experienced music and news man. Opportunity for advancement. Send tape and resume to KNIM, Maryville, Missouri.

Immediate opening. Experienced announcer. Repeat experienced. Good pay for good job. Send tape, resume Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Immediate opening! Top Negro dj—personality—program director for Cleveland's only all Negro market station. Send tape, resume to: P. G. Tuschman, WABQ Radio, 2323 Chester Avenue, Cleveland 14, Ohio.

Wanted: Announcer-engineer with first phone immediately. Excellent working conditions. Call collect. Jim Clark, General Manager, WCPS, Tarboro, North Carolina. Phone TA. 3-2191.

Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. WDVH, P.O. Box 289, Gainesville, Florida.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Announcer: First phone. Must like coastal rural area. Excellent facilities. Mostly announcing. Tape, picture, history, credit references: Brooks Russell, WESR, Eastern Shore Radio Center, Tasley, Virginia.

Established 5 kw independent offers good opportunity for sober, stable staff announcer. Variety programming with emphasis on local interest, local news, and better grade music. Submit application with salary requirements and audition tape. WLET, Toccoa, Georgia.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer for new daytime station in rural community. General staff announcing and programming duties. Only experienced apply. Contact Walter Luce, WKSK, West Jefferson, North Carolina.

Technical

Chief engineer single market southern network station employing remote control. Inquiries confidential. Box 908K, BROADCASTING.

Engineer-announcer with fm experience needed by new midwest fm station. Box 922K, BROADCASTING.

Chief engineer-announcer for complete maintenance and installation of new equipment. 250 watt station in small pleasant North Carolina town. Please state salary desired and qualifications. Box 103M, BROADCASTING.

Florida station needs announcer, maintenance man with first or second class ticket. Small town, reasonable living cost. Good working conditions. Box 107M, BROADCASTING.

Need first ticket immediately, combo top salary to experienced man. Box 393, Riverton, Wyoming.

Enjoy real living in the Rocky Mountains of Colorado—hunting, fishing, skiing, boating—KCOL, Fort Collins needs engineer with first class ticket capable of maintenance and repair transmitter and studio equipment. Opportunity to become chief.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

Transmitter operator for television station in Hawaii. Work 40 hours in 3 days, 4 days off weekly. Write airmail, KMVI-TV, Box 374, Wailuke, Maui, Hawaii.

Chief engineer-announcer with first phone interested in sales. Up to $450 per month start. Newly furnished, modern apartment. Phone, wire or write KPRK, Livingston, Montana.

Wanted: Announcer-engineer with first phone immediately. Excellent working conditions. Call collect. Jim Clark, General Manager, WCPS, Tarboro, North Carolina. Phone TA. 3-2191.

First class telephone maintain Magnecorders and RCA transmitter at WFRM, Coudersport, Pa. Some announcing desirable. Send details, salary expected to John Fay, care WKBI, Box 466, St. Marys, Pa.

First phone full or part-time transmitter engineer. Experience unnecessary. Good working conditions. Full time directional. WMNI, Columbus, Ohio.

Engineer-experienced. Best references. Moving to California near wife's relatives. Need California job. WPCC needs combo replacement. Write WPCC, Clinton, S. C., PH 1410.

Wanted-First phone engineer. Some announcing. Good starting salary. WTTN, Watertown, Wisconsin.

Chief engineer-announcer for growing chain's new 5,000 watt Fargo N.D. daytimer. Attractive salary-permanent. Tape, full details. Gene Williams, W. 411-33rd, Spokane, Washington.

Help Wanted—(Cont'd)

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced. Prefer good announcing voice. Box 862K, BROADCASTING.

Program director. Prefer experienced announcer ready to move up the ladder to "pd" job in outstanding small market station in northern Ohio. Prefer married man, good voice, knowledge of modern radio, willingness to fit into community essential. Fringe, benefits, excellent salary commensurate with experience and ability. Send resume, picture, and tape to Box 928K, BROADCASTING. If you think you qualify, let's hear from you. We will ask for personal interview.

Program director for top prestige southeastern station now running a tight, fast paced, modern operation with good music and giving the "capital rockers" a fit. If you have the ability to do a top rate morning show, and have top ideas and promotion plans and record that will stand strict investigation, you can find security and a five figure salary. Ability to handle men a must. Please don't waste our time and yours unless you can meet these requirements. Send tape, photo and resume. Box 936K, BROADCASTING.

Continuity director. Experienced girl top independent station. Give complete details background, references, recent snapshot. Box 973K, BROADCASTING.

California station best bay area independent, long established negro policy, has two positions open, for highly experienced persons: 1. Merchandising assistant-top salary. 2. Account executive, top guarantee against commission. Only highly qualified and experienced persons need apply. Furnish resume and picture. Box 122M, BROADCASTING.

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

Experienced traffic-copy girl for 5,000 watt Mutual affiliate. Resort town, benefits, good working conditions. Send full information WPCF, Panama City, Florida.

Newsman to gather, edit and broadcast local news. Contact H. Borwick, WVOS, Monticello, New York, phone Monticello 2204.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Manager for station bruised by top-40 competition. Over 15 years radio-tv; currently employed by top northeast tv-radio combine (heavy 5 figures) but advancement has halted. Let's work out incentive deal. Box 899K, BROADCASTING.

Successful commercial manager in competitive market seeking bigger opportunity. Strong on sales and programming. Family man with excellent references. Box 927K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-sales manager. Energetic, enthusiastic, experienced local and national sales. Successful manager in competitive market. Now employed. All offers considered. Box 938K, BROADCASTING.

Seek opportunity in radio management. Have very successful sales background in radio, tv and insurance. Excellent announcer. Will consider all replies. More information on request. Box 974K, BROADCASTING.

As general manager with complete control over personnel, sales and programming (not top 40) I will guarantee you a 10% increase in local billings and commensurate profits. Box 985K, BROADCASTING.

Manager: Aggressive, sincere, honest, sober, family, age 35. Very strong on sales, knows modern money-making radio. All top qualifications and references, long on management know-how. Interested in medium size market. Box 997K, BROADCASTING.

Would like to step up to manage 20,000 market. Nine years active, successful, competitive operation from engineer to program director and salesman. First ticket. Family man. Box 998K, BROADCASTING.

Station manager or commercial manager available. Finest references from present employer. Sale of station reason for move. Contact Box 999K, BROADCASTING.

Manager: Increased gross during recession with a dwindling population. Desire more potential. Sales, programming, award winning play-by-play and announcing. Experienced all phases. First phone. Active state, community, and industry affairs. All offers will be considered. Possible limited investment. Box 114M, BROADCASTING.

Experience all phases, personal interview. Prefer south. Available June 15. Box 128M, BROADCASTING.

Have staff, will travel. Box 129M, BROADCASTING.

Sales

Salesman/announcer. Good general background, capable for switch to broadcasting. Box 807K, BROADCASTING.

Announcers

Girl broadcaster—Capable—versatile, operate board. Writing, production, publicity, sales. Box 889K, BROADCASTING.

Negro deejay, smooth patter. Efficient. Production. Controls. Audition tape, References. Box 890K, BROADCASTING.

Good announcer. Eight years am-tv experience. Third phone, write copy, news, sell. College grad. $100 weekly minimum. Box 903K, BROADCASTING.

Announcer, dj, graduates high school, June. Desires opportunity to learn all phases of radio. Strong on commercials, news. Tape. Box 913K, BROADCASTING.

Radio announcer with a very good background wants job as tv announcer. Job must be permanent with a decent living wage. Please call, wire, or write me. Phone number is Brandywine 1-6162 Pittsburgh exchange. Have own tape recorder. Box 937K, BROADCASTING.

Recent vet. (25) college-man anxious to return to his microphone. Previous staff announcer and dj. Prefer catering to mature audience. Available to sojourn anywhere in the 50. Box 944K, BROADCASTING.

Summer replacement announcer. Experienced, mature. Taught radio, copy, tape. Box 947K, BROADCASTING.

Enjoy morning show—with light, humorous, fast pace? Then I'm your man! Have 4 years college radio, station manager; 2 years commercial; 2 years AFRTS. B.A. Pleasant personality, ambitious, hard worker. Will locate anywhere. Box 962K, BROADCASTING.

California employed. Personality dj, sd, pd. Ten years experience. Seeking permanent position radio and/or tv. Minimum salary $150 weekly. No top 40 stations, please! Box 969K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Intelligent, sincere and capable young man desires position on announcing staff of station preferably in northeast. Light experience but vitally interested in all phases of radio and/or television. Good voice quality, with clarity and distinctiveness. Enjoy doing news and hope to see you soon. Box 965K, BROADCASTING.

Would like summer replacement job. Sports is main field, play-by-play etc. Also dj. Box 978K, BROADCASTING.

Don't talk to me of the lone prairie; Or of spoonbread or black-eyed peas; Just give me a slot where the pay is a lot; And I play any platter I please. Box 909K BROADCASTING.

Announcer with first class radiotelephone license, three years experience, wants position in broadcasting. Box 986K, BROADCASTING.

Is there anyone courageous enough to gamble on a new Lonesome Gal? Box 991K, BROADCASTING.

Top rated dj "airsalesman", presently employed, excellent references, proven results, looking for top financial future with progressive organization in metropolitan market. Box 992K, BROADCASTING.

Night time is the right time—increase your audience in the wee small hours—no hard sell-easy-relaxed style, single, but dependable. Box 101M, BROADCASTING.

Experienced first phone deejay/newsman. $100 five day, forty hours. Box 106M, BROADCASTING.

Announcer, beginner, vet, single, ab, radio-tv major, go anywhere. Salary no object. Box 109M, BROADCASTING.

Steady, successful morning man. No gimmicks. Adult audience. Require one year contract. $10,000. Current market one million. First ticket. Will also sell. Box 113M, BROADCASTING.

Announcer, young, experienced. Staff work. Seeks larger market. Box 118M, BROADCASTING.

My offer: Reliable, young, versatile dj-announcer with experience. Willing to travel. Box 119M, BROADCASTING.

15 years experience announcing news-programming. Married, west coast preferred. Box 125M, BROADCASTING.

Florida stations. Top announcer. Florida market, 7 years. Fast or slow paced. Dialect, top references Box 127M, BROADCASTING.

Attention Michigan-announcer-dj, young, experienced, tape and resume. Box 130M, BROADCASTING.

East and south preferred announcer, operate board, copywriting, single, dependable. Box 133M, BROADCASTING.

Thoughtful young man of twenty-five with excellent voice. Two years technical school—first phone. Two years college pre-journalism. One year experience as combo man. Presently employed at 5 kw station in small mid-western market. Repay opportunity to develop and grow in sharp operation with utmost loyalty and diligence. All offers welcome. Tape, photo, and complete resume sent on request. Box 137M, BROADCASTING.

Morning man, personality, deep voice, married, plenty experience. Available now. Telephone Fieldbrook 8-4892, Fall Branch, Tenn.

Top-notch announcer, versatile, stable. Desires alert station. References. Call Logan 1-0147, Kansas City, Missouri.

Announcer-dj with news-pd experience. Seeking good position back in home area, New England. Six years experience. Family man. Desires permanent position. Present position—news director. Bob Germain, 118 Green St., Dublin, Ga., Broad 2-1222.

Situations Wanted—(Cont'd)

Announcers

Exceptionally capable and convincing dj, radio and tv news and commercial announcer, over two years with CBS outlet major Michigan market. Seeks greater challenge, single, age 26. Copy and programming potential. Prefers midwest, immediately available. Lofland, 327 Michigan N.E., Grand Rapids, Michigan.

Announcer, 1st phone, $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago, Illinois.

Experienced sportscaster, salesman, newscaster, 1st phone. Call: "Tremendous". Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Technical

Chief engineer 18 years experience 100 to 50 kw including directionals, desires position in upper midwest, Minnesota preferred. Box 976K, BROADCASTING.

Ten years experience in all phases, know radio from ground up. Looking for good paying job instead of false promises. You will get value for your money. Married, two children. Excellent business and personal references. Have 1st class ticket, want advancement and permanency. Box 983K, BROADCASTING.

Engineer. 8 years directionals, fm. From construction to measurements, from recordings to remotes. First phone. Box 987K, BROADCASTING.

Recent U.S.C. graduate telecommunications, local operating experience, hard worker. Seeks opportunity in radio broadcast field. Box 123M, BROADCASTING.

Technical: Engineer with first class radiotelephone license and two years experience am radio wants relocation central Minnesota. Reliable worker. Will consider any midwest offer. Box 124M, BROADCASTING.

Radio chief or tv technician; seven years radio, one year television. Joe McClain, WLW-I, Indianapolis.

Production-Programming, Others

Young man, for copywriter, sportscasting (extensive knowledge) and production work. Graduate of broadcasting school. Box 888K, BROADCASTING.

Weekend man—Within one hundred miles New York City. Box 939K, BROADCASTING.

Four years announcing/program director want pd. post. Hard worker. Contact Box 961K, BROADCASTING.

Florida stations attention: Versatile broadcaster with news, announcing, advertising agency experience seeks Florida opportunity. College grad, 28, dependable, top references. Will visit you for interview. Box 970K, BROADCASTING.

Need different spots? Most talked about novelty commercials in metropolitan area. Ideas, copy, production. Prompt service. Box 980K, BROADCASTING.

Newsman—National radio press award winner seeks metropolitan Ohio market. College graduate. 4 years experience. Excellent references. Box 984K, BROADCASTING.

Newsman-deejay—If your requirements are long on experience but short on salary, don't read this ad! Have had extensive experience as bright, fast-paced disc jockey and as local newsman-editor. Will consider either field but not both together. Car. Available immediately. Box 996K, BROADCASTING.

This pen for hire. Intelligent commercial copy, written continuity, product merchandising, station promotion, sales presentations. Box 108M, BROADCASTING.

Program manager. Originality, productive ideas, captivating shows. "For quality adult music operation." Increased revenue, ratings assured. All markets reply. College. Box 115M, BROADCASTING.

Experienced news production man: "On the spot" coverage of local news, using the voices of the people who make the news. Beeper reports, mobile unit, tape work, documentaries. Box 133M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production assistant. Top man for summer work. Currently program director of university radio station. Experienced in engineering, news, and general program assistant. Joe Schrier, 1801 Dorchester Road, Brooklyn 26, N.Y.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Sales manager with station management potential for progressive NBC affiliate in rapidly expanding, oil rich, Rocky Mountain area. Bob Berger, KTWO-TV, Casper, Wyoming.

Announcers

Experienced tv announcer; southwest city, 150,000 population, three-station market. On-off camera work. Send complete resume, tape, recent dated photo. Salary open. Box 960K, BROADCASTING.

Versatile on-camera and booth announcer for vhf in major southwestern market. Clarity, intelligibility and naturalness desired rather than affected stylization. Send picture and tape to Box 971K, BROADCASTING.

TV station has opening for announcer. Good voice and neat appearance a must. Resident of southeast preferred but not essential. Between ages 21-31. Complete details in first letter, recent photo and tape. Call for personal interview if possible. Production Manager, WALB-TV, Albany, Georgia.

Technical

Two television technicians wanted at once by full power station in midwest. Good chance for advancement by well grounded men. Please send complete resume and state starting wages expected to Box 820K, BROADCASTING.

First class engineer. Fulltime for small tv station. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Channel 6 needs maintenance technician. TV experience not necessary to man with good broadcast background. Contact Bruce Joyner, KVIQ-TV, Eureka, California.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

TV studio transmitter engineer. Opening soon. Permanent. Experienced preferred. Send complete resume. Tom Jones, Chief Engineer, WSVA-TV, Harrisonburg, Virginia.

Sarkes Tarzian, Inc. needs design engineers familiar with cameras, monitors and other video equipment. Good salary, midwest location. Write E. M. Sears, Box 62, Bloomington, Indiana.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Permanent position with reliable station, commercial manager/sales executive. Now employed with 15 years radio-tv experience in sales and management. Excellent background, best references. Box 968K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Top major market account executive. Tremendous sales record; executive experience, "intelligent-sell", talented, ambitious. Outstanding background, references, education. Box 121M, BROADCASTING.

Sales

Salesman—on camera announcer combination. Location secondary, potential and future prime importance. Box 993K, BROADCASTING.

Announcers

Announcer-director. Experienced, mature, capable, good appearance, quality voice, theatrical background. Booth, on camera—news, weather, host mc, commercials. Box 932K, BROADCASTING.

Technical

TV engineer. Experienced studio-transmitter. Desires permanent position any location. Box 793K, BROADCASTING.

Chief engineer, 11 years tv experience, 9 years supervisory. Administration, maintenance and construction. Best references, available for interview. Box 825K, BROADCASTING.

Midwest 13 years radio and tv. Desire technical position with good future. Can accept responsibility. Box 981K, BROADCASTING.

12 Years experience. Responsible engineer desires to relocate pacific northwest. Box 982K, BROADCASTING.

15 years experience. First phone. Prefer California, tv, radio, studio or transmitter. Available immediately. Box 990K, BROADCASTING.

Experienced all phases studio operation. 1st phone. Prefer east, but will go anywhere. Available immediately. Box 104M, BROADCASTING.

Production-Programming, Others

Talented tv personality-announcer-director-switcher. Five years experience. Offer children's cartoon, weather show. Am artist-cartoonist. College grad. Box 904K, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 989K, BROADCASTING.

News. Will gather, take pictures, write and air. Experienced, good. Box 994K, BROADCASTING.

TV production man: Skilled young man with background and training in radio and television production, desires position as floor man, cameraman, etc. Capable of handling all phases of tv production. Box 134M, BROADCASTING.

FOR SALE

Equipment

Transmission line. 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

Windcharger #300 galvanized 190 foot amfm tower, 35 foot pylon, beacon, obstruction lights. Box 963K, BROADCASTING.

FM 8-bay antenna. Can be sidemounted. Magnecord 814 tape player. Box 221, Lebanon, Tennessee.

Magnecorder—PT6A/PT6J, excellent, used very little, w/Astatic mike. Bargain. Box 647, Butler, Pa.

Portable Magnecorder PTZP, PT63AH, good operating condition, $350.00. Write 3331 Harvester, Ft. Wayne, Ind.

FOR SALE

Equipment—(Cont'd)

Andrew 3⅛-inch coaxial transmission line type number 452 16—20 ft. sections. 2—90 degree special angle bends. Complete with long inner connectors and fixed flanges. Inpedance: 51.5 ohms. Frequency range: 0 to 216mc low-loss steatite insulators: 7-Stand off insulators and mounting brackets: Collins' type 37M-8, 8 ring top mounted fm antenna. Antenna is incorporated with the 3⅛-inch transmission line. Overall length of Collins 8 ring antenna 79 feet. First reasonable offer accepted. Radio Station KBUR, Burlington, Iowa.

Gates BCA-250 standby transmitter. Like new. Make offer FOB. KOKA, Box 3505, Shreveport, La.

Magnecord tape recorder S-36B; 7½ & 15'; portable case; case still looks like new; ideal for remotes or studio work; has provision for bridging and mike input; 600 ohm output; now in service as primary recorder. Factory instruction book; cost $395 net; first check over $250. FOB WACE, Chicopee, Mass.

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

Large stock replacement parts and accessories for RCA TTR and TRR microwave equipments. Reasonable prices. Box 70, Van Nuys, California. STanley 3-2400.

Portable STL microwave system 7000 mcs band, 1 watt transmitter, power splitter, four 4' antennas, two receivers and misc. accessories. Used a short time as part of a large system leased to government. All units in good working condition—fine for remotes. Will consider all offers over $8,-000.00. Write J. E. Banister, Dage Television Division, Thompson Ramo Wooldridge Inc., Michigan City, Indiana or phone TRiangle 4-3251.

RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks $1,000. LEL, Inc., 380 Oak Street, Copiague Long Island, New York.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1203.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Small. Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Multiple radio station owners will purchase cp outright, or 50 percent interest in cp. Box 920K, BROADCASTING.

Radio station presently a "money maker" asking from $100,000.00 to $500,000.00. Must stand rigid investigation. Must see detailed analysis of income and expenses. All information held in strictest confidence. We are private parties who want action. Box 967K, BROADCASTING.

Partners wish to purchase or lease small market am station. Prefer southeast but any good market considered. Anxious to act promptly, confidential. Write Box 975K, BROADCASTING.

Responsible group expanding, will lease with option to buy, small or medium market station in upper southland. Box 977K, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

C.P. or small station. Prefer daytimer. Any location. Experienced owner. Immediate action. Confidential. Box 102M, BROADCASTING.

Small station or cp in southeast wanted by experienced operators. Single, dual or 3-station markets considered. Box 105M, BROADCASTING.

Equipment

One kilowatt transmitter am any make in good condition. Box 919K, BROADCASTING.

Wanted 10 kw fm amplifier. Pay cash. Give full description and operating history. Box 995K, BROADCASTING.

250 to 1kw fm transmitter w/monitors. Small console. Details, lowest price first letter. Box 100M, BROADCASTING.

Want fm broadcast and audio gear, in need of repairs or reconditioning. Will pay good price. Box 111M, BROADCASTING.

Good used console, call or write manager KUDE, Oceanside, California, Saratoga 2-8294.

Clarke 108 phase meter for use on four tower system. Write George F. Sprague, Chief Engineer, WLOS, Box 2150, Asheville, N.C.

BQ-1A RCA turntable with base and pick-up arm. Must be in usable condition. Howard C. Gilreath, Station WVOP, Vidalia, Georgia.

One Hi Band vhf 5 or 10 kw tv transmitter. One 12 section channel 12 Batwing antenna. Air mail reply to Carlos Rivera, Box 2050, San Juan, Puerto Rico.

TV-fm-am transmitters. Cameras, audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave., L.I.C., N.Y.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24 Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Free information-copyrighted 3 day radio promotion grossing $500.00. Jack Ortmann, Sales Manager, KAGE, Winona, Minnesota.

Call letter items—Banners, lapel pins, michrophone plates, car plates, bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

MISCELLANEOUS

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Announcers

OPPORTUNITY
LIVE WIRE DJ
OR TEAM OF TWO
Prominent N.E. Station
Send Tape
Box 840K, BROADCASTING

TOP FLIGHT DJ
Plus additional announcing experience by leading Washington station. Send resume, tape and photo.
Box 132K, BROADCASTING.

WMAY . . .

. . . is looking for a live wire, swinging dj.

This is an opportunity to establish with a dominant Number One station in a solid, fast-moving market. We're looking for an experienced, sharp, alert young man who can build and hold a fresh, responsive audience. This person must be able to add brightness and sparkle to our schedule and conduct a tight, fast-paced show. In return we offer stability, a definite assured future, good remuneration, and complete company benefits.

We'd like a tape, of course, and the opportunity to talk to you.

CONTACT:
Gordon Sherman, WMAY
711 Myers Bldg.,
Springfield, Ill.
Phone: 4-1766

RADIO

Situations Wanted—Management

MANAGER

Format-production, Storer style. 17 years' broadcast background. Family, mid-30's. Best references. Am agreeable to no-producer, no-pay arrangement.
Box 898K, BROADCASTING.

Situations Wanted—Management

HARD WORKING GENERAL MANAGER-SALES MANAGER AVAILABLE NOW

20 years' experience and proven ability in Radio and Television. Strong on local and national sales. Have programming; merchandising, promotion and publicity know how. Married, stable and sober. Can supply interested owner with top drawer business and character references. Willing to buy an interest if available.

Box 979K, BROADCASTING

UNUSUAL CIRCUMSTANCES

make experienced manager of vhf and 50,000 watt combined operations in one of top dozen markets immediately available. Ten years in management at same operation. Excellent record and best references. Strong on sales. Desire association that can utilize ideal experience and background in radio, television or both.

Box 138M, BROADCASTING.

Announcers

NUMBER ONE OVER STORZ
WANT
LOS ANGELES, CHICAGO,
NEW YORK
$15,000
Box 972K, BROADCASTING

FOR SALE—Equipment

FOR SALE
NEW EQUIPMENT

Ling low cost TV broadcast equipment (Channels 7-83). Complete including transmitter, live cameras, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses, Vidicon tubes, Vidicon cameras for broadcast use, Video cables, connectors, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts May 29. Send for folder and list of positions available.
Call DEcatur 2-5580

INSTRUCTION

Looking for NEW TALENT? PRODUCTION PERSONNEL?

Leading Radio and TV studios call Leland Powers School for well-trained talent and production personnel. Competent young men and women skilled in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 55th year.

LELAND POWERS
SCHOOL OF RADIO TELEVISION AND THEATRE
25 Evans Way, Boston 15, Mass.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

STATIONS • FOR SALE

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.
New England—$45,000, $60,000, $200,000, $250,000. Alabama—$225,000. Colorado—$250,000. Texas—$400,000. North Carolina—$75,000. Florida—$37,000. Pennsylvania—$160,000. PLEASE WRITE. Advise cash.

KCHS
Truth-or-Consequences
New Mexico
Still for sale on Dutch Auction and of course at best price ever—now only $27,000.00.
Going down $1000.00 per week
Can't last long
Write Box 351 Truth or Consequences, N. Mexico

Ind.	Single	1kw-D	$158M	terms
La.	Single	250w-D	35M	terms
Fla.	Small	5kw-D	115M	terms
Ga.	Single	1kw-D	47M	cash
W.Va.	Small	250w-F	30 M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

atlanta
1182 w. peachtree
new york
1270 ave. of americas
chicago
205 w. wacker
santa barbara
33 w. micheltorena

OWN YOUR OWN SMALL STATION!

Hard worker with know-how can buy all or part of southern kilowatt in rich oil, timber, single station market. Can be paid out of income if you have sufficient capital to tide you over rough spots. Present owners have other interests. Honest opportunity for men long on ability but short on cash. Give us details.

Box 880K, BROADCASTING.

FOR SALE
40%
Of profitable radio station in southern California. One of world's richest agricultural areas, $50,000, cash $10,000. Write
Box 964K, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

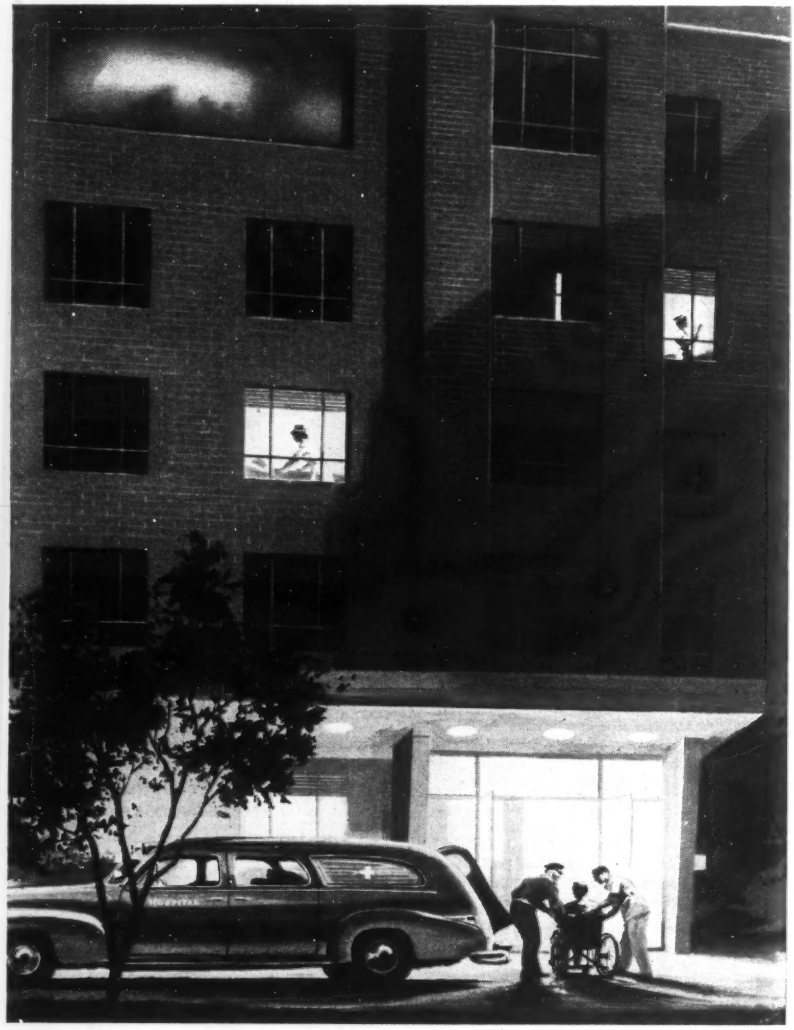
NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

What happens in a hospital at 2 A.M.?



If there is a good hospital where you live, it is *always* ready to serve you . . . regardless of the hour or the need.

While you sleep, its staff may be performing emergency surgery . . . caring for a victim of sudden illness . . . or bringing a new life into the world.

In fact, the responsible hospitals of our nation treat millions of patients and care for thousands of emergency cases every day. And many hospitals also find time for teaching, training and research.

Suppose our hospitals suddenly closed their doors entirely . . . *or even locked up for the night*. When you consider the consequences, you'll realize that a good, modern hospital is as essential to your community as good school, police, fire and health departments.

Fortunately, we have many excellent hospitals which are worthy of the trust and the support of the communities they serve. Other hospitals, too, are trying to improve their facilities and services. In some of these cases, the primary need may be for better equipment, while in others, personnel shortages may be the most pressing problem.

Whatever the need, a hospital with a strong board of directors of representative citizens will be the community's best guarantee that everything is being done to insure progressive standards of hospital care.

How does a hospital become better? By meeting and maintaining standards specified by the Joint Commission on Accreditation of Hospitals. If your hospital meets the Commisssion's requirements, it is a sign that the facilities and the quality of medical and nursing care offered have been inspected in great detail . . . and found worthy of the Commission's approval. And to maintain its accreditation, the hospital must undergo inspection every three years.

Many people find satisfaction in giving some of their spare time to volunteer work in hospitals. Perhaps there are many things that you could do in your community hospital to comfort patients . . . and to ease the load on its busy professional staff, especially its doctors and nurses.

Most hospitals throughout our country need more volunteer workers.

COPYRIGHT 1959—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

OUR RESPECTS TO . . .

George Kenneth Gould

There's only one George Gould on the payroll at Telestudios in New York. He's the president and the man you might find sometimes behind a brand new desk in the brand new executive wing of the pioneer video tape production company. But if you spend some time around the third and fourth floors of 1481 Broadway, on Times Square, you'll soon run into him in many other places too.

One might be back with the engineers in tape central, working out the arrangements for installing the studio's newest (and fourth) Ampex VR-1000. He'd be talking their language and you'd sense mutual respect in the way they tackle the job.

Another might be in master control, supervising the production of a new Sealtest commercial, suggesting a different camera angle to catch the texture of some ice cream.

Still another might be on the set itself, working out a bit of business for the pilot of a new syndicated series.

Up Through the Ranks • Mr. Gould is equally at home wearing any of the many hats he assumes in the course of a day's work. There's good reason. His career has included long specialization in all these stages of the television art, as well as earlier broadcasting and show business phases.

George Kenneth Gould was born in Brooklyn March 19, 1915. His father was a retail worker, his mother a housewife and musician. It was from here that he received encouragement to take up music and eventually he became accomplished at the piano, organ and trumpet. These talents, now indulged only as a hobby, were once both meal ticket and travel ticket to him—he sailed the Funners-Prince Line through the Caribbean and to South America playing in shipboard bands in 1932-33.

Before that, however, he had gone to high school at James Monroe in the Bronx, then to Brooklyn Polytechnic, where he picked up his basic engineering education. The latter was put into play when he took his first broadcasting job in 1938 with WAAT Newark. The next year he moved to another engineering duty at WINS New York, and then, in 1941, joined CBS in technical operations.

That phase of the Gould story was to last 13 years, the first nine in technical operations including master control in radio and, after television had begun to take its first steps, as a technical director and supervisor in the new medium. During those years he worked on such shows as *Studio One*, *Suspense* and *Danger*.

Time to Experiment • Television was feeling its way in those days. Mr. Gould recalls working with Worthington Minor on some of the early *Studio One* shows, when each broadcast was an intramural contest between the producer and the technicians. Take lighting, for example. At first everyone thought that television required bright lighting and no one would consider doing with fewer than the full complement of kliegs. Solution: to go behind the scenes between dress rehearsal and the show and pull out the plugs. It was a trial and error school, but an effective one.

It was late in the 1940's when Mr. Gould discarded his engineer's hat (and his active IBEW standing) for a creative one (and an RTDG card, which he still carries). He became a staff director and producer, working on such CBS-TV shows as *Space Cadet* (itself a technical challenge). The transition was a successful one, and by 1954 his work was accepted enough that he found it possible to leave the staff position for more lucrative freelance assignments.

But George Gould had still bigger things in mind. For one, he wanted his own business. For another, he saw the coming opportunity in tape, a development then in the laboratories but one he felt would open new doors to the tv medium and the people who worked in it. Putting the pieces together and knowing his own talents, he started the plans for a new company.

TELESTUDIOS' GEORGE GOULD
At home in tape central

With Nat Schekter, a New York businessman, he opened Telestudios in March 1956.

One month later Ampex unveiled its Videotape recorder at the NAB Convention and Mr. Gould's order was one of the first over the counter.

Telestudios didn't just tread water while waiting for the video tape machines to come off the Ampex production line. It spent the time readying its plan for tape production and, using kine equipment, operating as a production laboratory for various agencies. Viceroy's "Thinking Man" commercials were charted on "kinescope storyboards" at Telestudios during this period.

Commercials Go to Tape • Then came the tape machines (Telestudios was the first non-broadcasting company to install one) and, subsequently, the first independently-produced video tape commercial. The pacesetter was for Florists' Telegraph Delivery Assn. Telestudios celebrated the first anniversary of that commercial with a party for New York advertising people several weeks ago. The list of clients who have turned out taped commercials since then reads like a who's who of tv's blue chip spenders: Kellogg, Sealtest, Schick, General Mills, Maxwell House, Breck, Revlon, Kent, Newport, Parliament and du Pont, to mention only a few.

Life since 1956 has been a hectic affair both for Mr. Gould and Telestudios. It's been a constant scramble to increase plant, train crews (the staff has jumped from 9 to 39 in the past year), and keep up with the ever-increasing work schedule and spread the evangelical word about the marvels of the technique. Last year he put Telestudios under the rapidly-expanding National Telefilm Assoc. umbrella and now is engaged in a furious production schedule for all that company's burgeoning syndicated program output (BROADCASTING, May 18). Eight series are currently being taped at Telestudios, with more on the drawing boards.

Mr. Gould takes the pace in his stride and still finds time to get away for the commute to his Valley Stream, L.I., home. He and Mrs. Gould (the former Mae Antzis, whom he met on a blind date in 1940 and married after a three-year courtship) have two daughters, Ronnie Beith 16 and Jane Ann 13. The family's principal interest is boating. They have a 26-ft. cruiser that sleeps four. Mr. Gould is a past vice commodore of the Nassau Yacht Club.

If any are surprised at the giant strides video tape has made in its few years, George Gould is not among them. He knew it all the time.

More than 'Make Believe'

IT does not demean any of their company to say that 4,000 disc jockeys can afford to assemble in Miami this week because of two men and a rival medium. There would be no Second Annual Programming Seminar and Disc Jockey Convention, or indeed a first one, if it had not been for Martin Block, Ted Husing and television.

Mr. Block made disc jockeying pay, Mr. Husing made it respectable, television made it essential.

Many of the delegates to the Miami convention, the second to be sponsored by the Storz Stations, are too young to remember the three crucial moments in the history of their craft. The first occurred Feb. 3, 1935, when Mr. Block went on WNEW New York with the pioneer version of what was to become his *Make Believe Ballroom.*

Others had played records on radio before, but it remained for Mr Block to make an art of it. In an age when network radio was flooding the air with live performances of the best musicians and singers that money could attract, Mr. Block succeeded in mesmerizing audiences with nothing more than a stack of records and a resourceful line of chatter. In a few years he became one of the biggest money earners on the air.

Among other performers in radio, however, Mr. Block's talent was not immediately esteemed. He was thought of as a pitchman (as in fact he had once been) operating a transient stand that some morning would be gone.

It took some time for radio to adjust its standards to those of Mr. Block. The adjustment was hastened when Ted Husing resigned as the respected sports director of CBS in October 1946 to become a disc jockey on WHN New York. In his first year at WHN he earned $130,000, or about $100,000 more than he had been earning at the network. Hearing of Mr. Husing's fortunes and noticing he was still admitted to the better restaurants, other name talent turned to disc jockeying. Within a year Paul Whiteman and Tommy Dorsey had platter shows.

Then came television, the decline of network radio and the coincidental rise of independent radio operations like those of Todd Storz. The craft of disc jockey became a basic craft of radio.

There is a fourth factor that accounts for the presence of 4,000 disc jockeys in Miami this week. It is the public's trust in radio.

This trust was won and is maintained by many things, by the reliability and speed of radio news, the depth of its special events coverage, the divertissement of its many, many entertainment shows including those presided over by the delegates to the Storz convention. It is a trust not to be ignored by any one with access to a microphone.

Front page (circa, 1959)

WITH each passing week there are more abundant signs that editorializing on the air is paying off in recognition and prestige.

The American Civil Liberties Union, which for a decade had inveighed against expresson of editorial opinion on the air, has reversed itself. It based its change in policy on the need "in today's turbulent, complex world for the fullest exchange of information and opinion, a need which the radio-tv industry is uniquely able to fill."

An infallible barometer of public opinion is the *Congressional Record,* official compendium of the Congress. Over the years the appendix to the *Record* has been used by members of Senate and House to reprint editorials from newspapers or other publications.

Now one finds in the *Record* the same reprinted editorials. But members of Congress are also having reproduced "by unanimous consent" editorials broadcast over their local stations. When politicians begin to appreciate the potency and value of broadcast editorials to this degree, it is recognition indeed.

Recognition came to broadcast journalism in another way last week. Westinghouse Broadcasting Co. announced it had become the first news entity to receive permission to set up a news bureau in Red China.

By degrees broadcasters are overcoming their journalistic inferiority complex. There is nothing in the whole field of communications that broadcasters cannot do better and infinitely faster than the printed page.

Vicious tax bite

LAST week we reported (page 70) that a ruling by a West Coast Internal Revenue Service office on amortization of feature films purchased for tv performance may prove costly to broadcasters. This was understatement. If this ruling is sustained and applied nationally, it would run into millions in back payments.

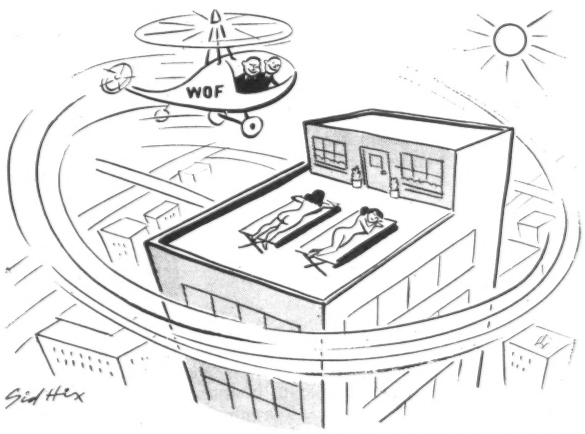
It has been the practice, inherited from motion picture exhibition, to amortize the first run of a feature film at 60% of the lease rental. The regional office ruling holds that amortization is to be computed by dividing the cost of the package by the number of plays the contract permits.

This ruling collides with a Dept. of Justice requirement that feature films be leased individually to prevent distributors from packaging a lot of undesirable films with desirable films. On the other hand, the IRS ruling holds that a station must nevertheless amortize on a package basis. The example cited was that if there are 500 films procured from one producer which can be performed five times during the lease period, only 1/2,500th of the total lease cost can be amortized for each individual showing.

The telecaster who received this ruling a fortnight ago told us it could be ruinous. Under the statutes, the IRS could go back three years in assessing returns.

It is not unusual for rulings of regional offices of IRS to be circularized to bring about uniformity. With the tax squeeze always on, it can be expected that the West Coast ruling will permeate the IRS national organization.

To save his rights (and those of all telecasters), we hope the West Coast broadcaster will promptly seek a conference with tax officials. All telecasters should meet this issue head-on and they should be joined by those in feature film leasing and syndication.



Drawn for BROADCASTING by Sid Hix

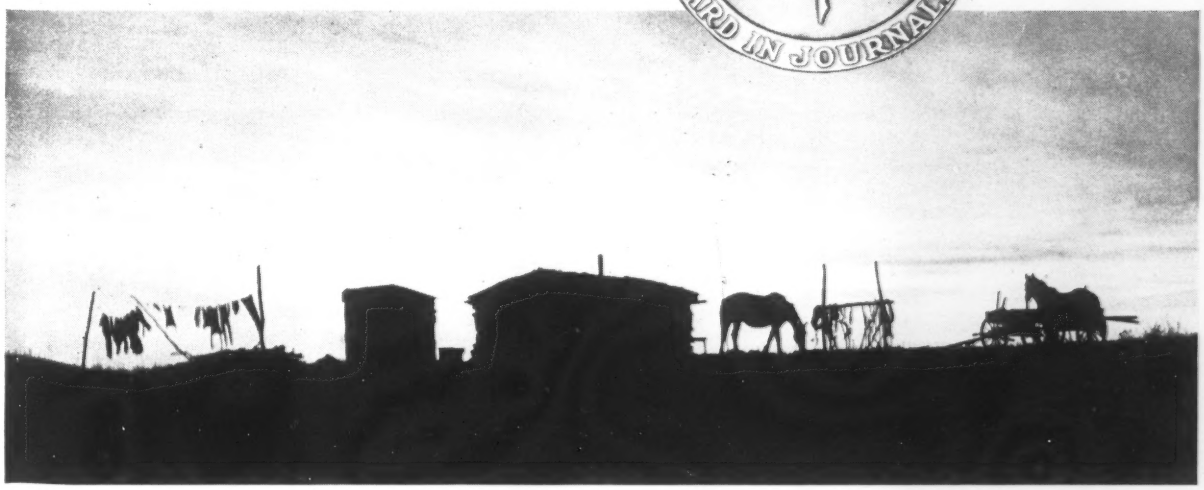
"Say, these traffic news assignments aren't so dull after all."

Another major news award for KSTP-TV

In the last five years, KSTP-TV, Minneapolis-St. Paul has won *seven* major news awards.

The most recent winner is Harold "Bud" Meier, Assistant TV News Director, who received the coveted Sigma Delta Chi award for "distinguished service in the field of Television News-writing." Previous awards have included two RTNDA trophies ("Outstanding TV News Operation; Outstanding News Story Televised), three NPPA awards (Community Service, Spot News, Creative Photography) and, in 1957, another SDX award for television reporting.

Since 1948 when it became the Northwest's first television station, KSTP-TV has maintained one of the largest, most complete news-gathering operations in the nation. We are proud that the skill of Bud Meier has brought another important award to the vital Northwest market which KSTP-TV serves.



This desolate picture represented life on the Standing Rock Sioux Indian reservation last Thanksgiving when sub-zero temperatures and blizzards aggravated already marginal living conditions of tribesmen. Bud Meier developed and followed through on the story which resulted in 13 tons of food being flown to the hungry Sioux families, a payment of $2 million to the tribes by the U. S. Dept. of Interior which owed them for property taken, and Meier's documentary script, "Standing Rock Uncensored" which appeared, with film, on KSTP-TV, and which won him this Sigma Delta Chi award.

KSTP television
CHANNEL 5
MINNEAPOLIS · ST. PAUL
100,000 WATTS · NBC

REPRESENTED BY EDWARD PETRY & CO., INC. — A GOLD SEAL STATION